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THE NATIONAL NEWSPAPER OF MARKETING

European Unit of IAA Formed, with Farner President

'Absolutely Happy with Situation Now,' Farner Tells 13-Nation Group

FRANKFURT, May 24—The European Council of the International Advertising Assn. was officially organized here last Saturday.

Elected representatives from 13 countries met at the Hotel Frankfurter Hof and elected as their officers Dr. Rudolf Farner, president; Erik Elinder, 1st vp, and Leslie B. Cort, 2nd vp.

Dr. Farner, longtime head of the IAA's European committee (now displaced by the council), is president of the Zurich agency bearing his name. Erik Elinder heads the big Stockholm agency, Wilh. Anderssons. Leslie Cort heads the far-flung international operations of Colman, Prentis & Varley, leading British agency.

■ Messrs. Farner, Elinder and Cort were also named to fill the three regional vice-presidencies allocated to Europe under the new

(Continued on Page 98)

Reps Expect Ayer to Ask Summer Rate Cutbacks at Meeting

NEW YORK, May 25—N. W. Ayer & Son has invited the major station representatives and some of the smaller ones to a luncheon meeting here June 1. The invitation was extended in a letter sent by Leslie D. Farnath, Ayer's vp in charge of the media department in Philadelphia.

Although George S. Burrows, Ayer's media director in Philadelphia, told ADVERTISING AGE that the meeting has nothing to do with the agency's recent inquiry about summer discounts, most of the representatives queried said they wouldn't be surprised if warm weather rates were one of the topics up for discussion.

Another letter, this one sent by Mr. Burrows last week to the representatives, pointed up the need for a summer rate incentive and backed its argument with charts designed to show the higher costs of reaching audiences during the vacation months.

Mr. Burrows said that Ayer has "no axe to grind" and is not asking stations to cut their rates. He said that it is up to the stations to determine what are fair rates. He added, however, "We wanted to go on record as an agency which

(Continued on Page 95)

SHAMPOO—*Procter & Gamble Co. is using newspaper pages like this one in Wilkes-Barre, Pa., to advertise Ivory shampoo, now in test markets (AA, Feb. 29).*

U. S. Probes 'Reasonableness' of Agency Salaries

NEW YORK, May 26—The advertising agency business, harassed by its usual worries, this week was quietly talking about a new one—the increasing preoccupation of the Internal Revenue Service with certain aspects of the agency business.

What revenue men were asking was whether certain executives' compensation was "reasonable."

The agency business—like any other business—is getting a closer look from the bureau on such fringe items as expense accounts, vacations, travel with dependents, boats, lodges and apartments.

The bureau already has made it clear that it will examine these items more closely for officers, partners and a limited group of top-paid employes (usually the top 20).

■ What has been startling some

(Continued on Page 95)

Camera Can Lie, but Does It? . . .

FBI Testifies to Photo Trickery in L-O-F Ads

But Angular Distortion, Telephoto Lenses Make Valid Point, Says L-O-F

WASHINGTON, May 25—The Federal Trade Commission's "camera trickery" case against Libbey-Owens-Ford and General Motors took on aspects of a "science against crime" tv thriller this week as commission attorneys called FBI technical experts to prove that commercials had been rigged to emphasize distortions in sheet glass used in non-GM cars.

During two days of testimony FBI experts pointed to specific sequences where they believed shots were taken through open windows, telescopic lenses, and at varied camera angles. FBI photographic expert Lyndal L. Shaneyfelt declared that fair comparisons required the use "of the same lens under the same conditions."

Defense attorneys mounted a withering cross examination in an effort to support their contention that plate glass is superior to sheet glass, and that the commercials gave "fair and truthful portrayal of what they purported to portray." Confronted with masked photographs, Mr. Shaneyfelt agreed that his identification of the "open window" shots rested on physical clues, and that in the absence of these clues he had nothing on which to base an opinion as to whether a test picture was made through plate glass or an open window.

■ L-O-F has already testified that, without its knowledge, camera tricks were used by the photographer in making some sequences for the commercials (AA, March 7, May 9). At this week's hearing FTC attorney Edward Downes said it was necessary to have FBI testimony because previous witnesses have failed to identify the specific sequences which involved photographic tricks.

Mr. Shaneyfelt had made nine pairs of still pictures from L-O-F tv commercials. In some instances, he felt certain they showed shots allegedly made through L-O-F plate glass had actually been made

(Continued on Page 10)

P.O. 'Rigged' Its Deficit, Defies '58 Law, Publishers Say

WASHINGTON, May 26—The Post Office Department was accused this week of rigging its deficit by (1) switching its rate-making formula and (2) defying the Postal Policy Act of 1958.

These were among the major points raised during three days of testimony before the House post office and civil service committee as magazine publishers went all-out in an effort to block the department's $550,000,000 rate increase bill.

■ In its discussion of the department's rate-making formula, the Magazine Publishers Assn. looked back nostalgically to the "differential" pricing plan developed in

(Continued on Page 96)

Seaboard Lawn Listens to Arndt, Preston, 3 Rivals

Wermen & Schorr, Klein, Gray & Rogers Asked to Make Presentations

PHILADELPHIA, May 27—Seaboard Lawn Seed Co., one of the country's large producers of seeds, has put its agency, Arndt, Preston, Chapin, Lamb & Keen, on notice and has called in four agencies to make a bid for the account, ADVERTISING AGE has learned.

Seaboard bills in excess of $200,000 annually in outdoor advertising, radio and newspapers.

AA learned that the company asked Arndt, Preston to make another presentation, along with Wermen & Schorr Advertising Agency, Philip Klein Agency and Gray & Rogers, all in Philadelphia.

Seaboard is supposed to make a decision by the end of May, but the announcement of a new agency has not been forthcoming as yet.

The reason for changing agencies was not learned by ADVERTISING AGE, nor was there any indication that the company was unhappy with Arndt's approach.

■ The agency change at this late date—since promotion for horticultural products begins generally in February—is considered unusual. #

Amidst Turmoil—a World Ad Boom

Despite summit flop and world tension, advertising is rising sharply in quantity and quality in many nations throughout the world, ADVERTISING AGE reports in a special section beginning on Page 47.

Ad volume now exceeds $100,000,000 in 11 nations, besides the U.S. and Canada, AA reveals as it reviews the world ad scene. The section includes stories on U.S. investments in Europe (trebled in a decade to nearly $5 billion), the vast industrial empire of Unilever and how it operates, and the flourishing of advertising in such far flung places as West Germany, Mexico, Venezuela and Australia. Also in the section are a list of the 50 top international advertisers in 1960 and a display of European ads. #

Grant Adds Five Accounts, Names Purcell VP, Makes First Buy for Fiat

Lovable Bras, Richelieu Pearls Among Accounts Leaving Cohen, Dowd

NEW YORK, May 26—Elliott Plowe spent a busy week in his new post as president of Grant Advertising.

Mr. Plowe got himself a new exec vp and five new accounts. The agency said more accounts were on their way into the shop.

The new exec vp is Lyle Purcell, formerly exec vp of Select Magazines and an old friend of Mr. Plowe. They were both at Batten, Barton, Durstine & Osborn before Mr. Purcell joined Select in 1956.

■ Mr. Purcell left Select Magazines last November and most recently has been with Robert Durham & Associates, consultant to advertising agencies. Bob Durham is known to have played a key role in the reorganization that brought Elliott Plowe to the helm of Grant

(Continued on Page 98)

Fiat Joins Bristol-Myers in Backing Patterson vs. Johansson on ABC Radio

NEW YORK, May 26—Fiat Motor Co. has decided to ride along with Bristol-Myers as co-sponsor of the Ingemar Johansson-Floyd Patterson heavyweight boxing championship rematch June 20 on ABC Radio.

The sponsors will be spending $125,000 each in gross time cost alone for the single event. The motor company's order marked its first advertising effort since the account moved from Adams & Keyes to Grant Advertising this week.

Although Ogilvy, Benson & Mather was the agency which encouraged the Bristol-Myers executives to sponsor the fight and is the agency of record at ABC, none of the products it handles will be advertised on the show. The company decided that some of its brands in other agencies

(Continued on Page 98)

Last Minute News Flashes

Irish Mist Account Returns to F&S&R

NEW YORK, May 27—Munson G. Shaw Co., which on Jan. 1 moved advertising for its Irish Mist liqueur from Fuller & Smith & Ross to Groening Advertising Co., Portland, has switched the account back to F&S&R. Billings are estimated at about $150,000.

Buchen Will Open New York Office This Year

CHICAGO, May 27—Buchen Co. will definitely open a New York office this year. The agency may buy an established New York agency, according to Leon Morgan, Buchen president, who added that this agency has been talking with several New York shops.

Ekco S.A. Names Grant for Mexican Advertising

MEXICO CITY, May 27—Ekco S.A., a subsidiary of Ekco Products Co., Chicago, has named Grant Advertising, Mexico City, to handle its advertising in Mexico. Annuncios Modernos is the former agency.

Sackheim-Bruck Gets Oxygen Therapy

NEW YORK, May 27—Oxygen Therapy Institute, DuMont, N. J., has appointed Maxwell Sackheim-Franklin Bruck for the introduction of a new oxygen chair by Carter Furniture Co., Salisbury, N. C., which will retail for $289 and up. National print and broadcast media will be used.

(Additional News Flashes on Page 95)

NBC Sets Pact With Stations on French Borders

Regie No. 1 Stations Are in Saar, Monaco; Link to Government Net Seen

PARIS, May 25—National Broadcasting Co. gained a strong foothold in France today with the signing of a reciprocal representation agreement with Regie No. 1, exclusive advertising representative of Europe No. 1 and Tele-Monte Carlo.

The agreement was signed here by Robert W. Sarnoff, board chairman of NBC, and Marcel Bleustein-Blanchet, representing Regie No. 1. M. Bleustein-Blanchet also heads Publicis, France's largest advertising agency.

Europe No. 1 is a powerful commercial radio station broadcasting from the Saar. It can be heard in most parts of France. Tele-Monte Carlo is a television station located in the principality of Monaco. It takes advertising.

Under the terms of today's agreement, NBC will represent these stations in the U. S., while Regie No. 1 will represent NBC in France.

■ The NBC-Regie No. 1 association may have more important long-term consequences. These two stations, operating on the rim of France, provide a broadcast medium for advertisers, who are shut out in the government-controlled non-commercial broadcast setup of France.

However, pressure for a second tv channel that will take advertising has been building up in France, and many observers believe it will be only a matter of time before the French government capitulates. In that event, M. Bleustein-Blanchet, an adviser to the De Gaulle government, is expected to play a key role, and NBC will then be in on the ground floor. #

Seattle-Tacoma TV Stations Settle Suit; Both CBS Affiliates

WASHINGTON, May 27—CBS will have two affiliates in the Seattle-Tacoma area under an agreement made today, ending an anti-trust damage suit which KTNT, Tacoma, lodged against the tv network after it switched to KIRO, Seattle, two years ago.

Under the settlement, KTNT is reaffiliated with CBS, and KIRO also retains its affiliation. Both stations are to be offered to advertisers through the remainder of this year at the current $1,000 hourly rate for KIRO. After Jan. 1, advertisers will be offered a choice of either station at $1,000, or the two stations in combination at a $1,500 rate, which is competitive with other networks. The stations are 25 miles apart, but in the same market.

■ In its $15,000,000 damage suit against CBS and KIRO, KTNT claimed it lost the affiliation which it had since 1953 as a result of a tie-in arrangement in which KIRO affiliated with CBS radio on the condition that CBS television would also be available in the event that KIRO went into tv. As a result of the settlement announced today, the damage suit has been terminated with respect to CBS, and it is understood that KTNT has indicated its willingness to negotiate agreements terminating action against other defendants. #

LEARNED — *Libby Jones, the educated stripteaser, brings out some points during her lecture on sociological and psychological aspects of her art before the Admen's American Legion Post in New York. Paying close attention are the post's judge advocate, Jay Kramer (left), and adjutant Lawrence Kerstein.*

Admen Whet U.S. Appetite for Sex; It's 'Constructive Tendency,' Stripper Declares

NEW YORK, May 24—Libby Jones, a stripteaser with a college education, flaunted her B.A. here yesterday before a winking, rib-chucking meeting of the admen's post of the American Legion.

Miss Jones, who among her assets lists a degree in literature from the University of Washington, kept her clothes on while expounding on the various "sociological and psychological aspects of striptease."

The admen, who were plainly more interested in her looks than her brains, fondled their coffee cups as Miss Jones "evaluated and coordinated" her findings about the striptease business into some "usable and constructive guides":

"The most obvious clue to America's taste for visual sex is the mammoth advertising industry. Madison Ave.'s motivational research psychologists have proven time and again that use of visual sex in ad layouts is the most potent and versatile tool in getting the message to the public.

"Of man's basic impulses, sex is one of his more noble, in that it's a constructive rather than a destructive tendency. I'd rather stimulate a constructive drive than a destructive one."

■ In her hour-long dissertation Miss Jones told the fascinated admen that the striptease, together with jazz and the western movie, are the only "truly American" contributions to the "world entertainment fund."

She scored the "mental-pygmy moralists" who look askance at the stripper's art while at the same time supporting the television medium's output of "murder-a-minute westerns.

"Multiple paradoxes are reflected in this country's tastes in entertainment," she concluded. "In areas of entertainment that accent sex, I think our strange attitudes stem from our Puritan heritage. As human beings, as a self-propagating species, we share the highly essential attraction of sex. This basic drive, thwarted by the taboos of our heritage, has found many puzzling outlets in current society." #

KGO-TV Names Gregory

Jack Gregory, formerly manager of the San Francisco office of Allied Advertising, has joined KGO-TV, San Francisco, as an account executive.

AA Is Moving Detroit Office

ADVERTISING AGE's Detroit address has been changed from:

99 West Bethune

to:

806 New Center Bldg. Detroit 2

Please change all records to show this new address. The phone number remains TRinity 2-7211.

New Agency Takes Over Arnold Bakers From Kudner Agency

PORT CHESTER, N.Y., May 26—A two-line release from Kudner Agency announcing the resignation of the Arnold Bakers account set off a chain reaction which ended up revealing the organization of a new advertising agency by two members of Charles W. Hoyt & Co. .

The release issued Thursday morning announced only that Kudner was resigning Arnold Bakers effective Aug. 31. A memo to the staff by Kudner Chairman C. M. Rohrabaugh explained that the account was resigned because "the time applied to the account was far out of proportion to income received." The account bills about $750,000.

■ Later in the afternoon the company announced the appointment of Allston-Smith Advertising in Greenwich, Conn., to take over the account. No further information was forthcoming, other than the fact that William P. Smith, vp, would be the account executive.

When it was pointed out that no

(Continued on Page 10)

Young & Rubicam Loses $5,000,000 Simoniz Account

CHICAGO, May 26—In the wake of a report last week that it was talking with 15 agencies (AA, May 23), Simoniz Co. announced today that it is terminating a four-year relationship with Young & Rubicam, which had handled some $5,000,000 in Simoniz consumer advertising.

Paul Greenfield, Simoniz director of marketing, said the termination would become effective in 90 days. "We have enjoyed our relationship with the extremely creative and capable people at Young & Rubicam, and our decision to engage a new and different type of agency was arrived at regretfully," Mr. Greenfield said.

Simoniz last week said it had completed talks with 15 agencies, and the original field reportedly has been narrowed down to some five or six finalists. A replacement for Y&R will be chosen in the near future. Simoniz declined to name any agencies in the running. #

Sunshine Comes in Bottles (and Tubes); Makers of Tanning Lotions See Big Year

NEW YORK, May 27—Come rain or shine, there will be very few palefaces around in 1960 if the artificial tanning business has its way.

Drug Research Corp., the company which claims to have started the suntan-by-the-bottle fad with the introduction of Man Tan, now has at least a dozen competitors. But in the manner of the soap companies which like to compete with themselves, Drug Research is bringing out two new products, Miss Mantan and Super Man Tan, in competition with its own Man Tan, Positan and Tan Perfect.

Miss Mantan, a moisturizing foundation and night cream with tanning properties that will "tan years off your looks in hours," will be launched with a co-op newspaper drive through department stores and four-color pages in *Glamour, Harper's Bazaar, Look, Mademoiselle, McCall's* and *Vogue*, plus television, outdoor and poster advertising. The send-off will cost about $1,000,000, according to Tim Andre, vp and director of sales for Drug Research.

Super Man Tan is a higher-potency, higher-priced lotion form of Man Tan, now getting distribution.

■ Drug Research expects to do at least $12,000,000 in sales this year in tanners—about 45% of its total business—and will spend some $5,000,000 of a total $6,500,000 ad budget on tanning products, according to president John Andre (Tim's brother).

Man Tan, less than a year old, has surpassed the company's weight-reducing product, Regimen, and John Andre predicts a

TAN-DERNESS—*Ads like this are being used to introduce the new tanning product for women, Miss Mantan.*

$7,000,000 sales volume this year, making it the company's biggest seller.

The not-so-magic ingredient in most of the tanners is dihydroxyacetone, a rarely used colorless chemical with little commercial use and the ability to leave an annoying brown stain on chemists' hands. Mr. Andre is credited with the vision that turned the brown "stain"—mixed with alcohol and a scent—into a bottled "tan."

Subsequently, the tanner was combined with sun-screening ingredients (Positan is the Drug Research version) and the tanners are now able to promote their products with or without the

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Highlights of This Week's Issue

In this issue, on Page 102, Advertising Age presents a tabular summary of the top 100 advertisers in major media of 1959, listing expenditures. Sources used for the compilation were Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; Radio Advertising Bureau, and Outdoor Advertising Inc.

Remington Electric Shaver Co. will spend approximately $2,000,000 on a spring-summer drive to push its products for Father's Day, graduation and weddings ..... Page 3

Ted Bates & Co. names John M. Lyden to the new post of vice-chairman and James C. Douglass to the new post of administrative vp ..... Page 3

Federal Trade Commission files suit against S. Klein Department Store, charging the store injured competition and misled the public with fictitious price ads in newspapers and on radio-tv stations ..... Page 4

Brown & Williamson Tobacco Corp. launches its Belair cigaret into national distribution, setting an ad budget of between $11,000,000 to $12,000,000 ..... Page 6

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Rock City Sales Ltd., subsidiary of Pall Mall Canada Ltd., will move its Sportsman and Craven A cigaret account to F. H. Hayhurst Co. Ltd., effective July 1 ..... Page 12

Zakin Co. buys time on weekly fm show "Montage" to promote itself to potential accounts ..... Page 12

The New York transit authority reports ad space on bus exteriors for the first eight months of operation netted $4,963 ..... Page 14

Herbert E. Palaith, director of merchandising of Schlitz Brewing Co., says more research and training in the point of sale field is needed ..... Page 22

Radio Advertising Bureau board approves five-year plan to double its income and greatly expand its services to members ..... Page 30

Robert Hurleigh, president of the Mutual Broadcasting System, says that the "atmosphere and background" in which a commercial message is delivered is becoming a dominant factor in radio time buys ..... Page 32

Summit collapse delays introductory advertising drive in U. S. for the Russian beetle-size car Moskovitch ..... Page 40

E. B. Weiss discusses "Lessons for Marketing Men in Lung Cancer Statistics" ..... Page 83

B. A. Chapman, exec vp and division manager of the Kelvinator division of American Motors Corp., says the division scrapped annual model changes because "we believe the annual model change habit was based on assumptions that appeared more valid than they were" ..... Page 89

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'Asahi Shimbun' Slashes Costs via Facsimile-Offset

Japanese Daily Reports Mechanical Breakthrough in Multi-City Publishing

NEW YORK, May 25—Newspaper publishers from 12 countries were told this week about a facsimile-offset process that has enabled a Japanese daily to publish a paper in Tokyo and have the identical paper on the streets of Sapporo—some 1,000 miles away—only an hour and 40 minutes later.

In addition to this, the newspaper has realized substantial savings in staff and money from the process.

The paper is the *Asahi Shimbun*, one of Japan's big national dailies, with a circulation of 7,000,000. Last year it became the first newspaper in the world to publish a daily by combining facsimile transmission and offset printing.

The details of the process were presented to the 13th annual congress of the International Federation of Newspaper Publishers by Nakataka Murayama, board chairman of the *Asahi Shimbun*.

■ "It seems certain," Mr. Murayama said, "that this achievement will have a significant influence not only on newspapers throughout the world, but also on more generalized publications and on the printing industry in general."

Prior to installing this process, *Asahi Shimbun* printed morning and evening editions in four centers—Tokyo, Osaka, Nagoya and Kokura.

With the new process, the paper has a microwave link going almost the entire length of Japan. Facsimile negatives of the paper put out in Tokyo can be transmitted over the link at high speed and with high fidelity. At the receiving end in Sapporo, the film is developed and prepared for printing via a dry offset process developed by the Japanese to "solve many of the difficulties previously inherent in offset printing."

A new high speed rotary offset press is used to print the paper at the rate of 70,000 copies per hour (for a six to 12-page issue).

■ At first, the *Asahi Shimbun* used the facsimile process with letterpress production, but Mr. Murayama said this had two drawbacks:

1. It took too long between the making of the photoengraving and the printing process.

2. The quality of the original facsimile deteriorated because it had to go through the powderless etching process, the matrix process and the stereo process.

Mr. Murayama spelled out the

(Continued on Page 98)

Carter Products Swallows Pill

WASHINGTON, May 24—Commercial tv makes strange bedfellows. Federal Trade Commission Chairman Earl Kintner, appearing on "Person to Person" on CBS Friday night, gave a nationwide tv audience a progress report on the FTC's efforts to eliminate misleading advertising and other bad practices.

The sponsor was Carter Products Co., which recently lost—to the FTC—a 16-year fight over advertising for Carter's Little Liver Pills. #

Caust Ruch Dalgin

AMA WINDUP—*Guest speaker at the workshop luncheon meeting of the American Marketing Assn., New York chapter, was Dudley M. Ruch, director of commercial research for the Pillsbury Co., who spoke on test market failures. With him are two dais tablemates, Len Caust, assistant new products manager of the foods division, Lever Bros., and Gene Dalgin, research manager of Ridder-Johns, co-chairman of the workshop sessions.*

'After the First Wave of Sampling' . . .

Test Data Don't Tell if Early Sales of New Product Will Continue: Ruch

Consumer Panel Is Costly but Helpful, Pillsbury Exec Advises Marketers

NEW YORK, May 24—Being misled by early favorable results in test markets is "the most serious mistake" made by the commercial research department of Pillsbury Co.

In this manner, Dudley M. Ruch, director of commercial research for the Minneapolis company, summed up test market successes that developed into marketing failures, before a workshop luncheon of the American Marketing Assn. here yesterday.

Mr. Ruch put test market mistakes into three categories:

• 1. Products which did not sell as much as expected, or which required much more advertising and sales promotion than anticipated to get off the ground.

Even now, with the vision of hindsight, Mr. Ruch said, Pillsbury would not know how to market test the above group any differently or come up with any different results.

• 2. A "foolish thing that we did," including "the most obvious kinds" of mistakes in data interpretation or with inadequate questionnaires.

• 3. Being "misled by very early successes of new products to believe that we could expect to attain the same success over a longer period of time in national introductions."

■ "In each of the product fail-

(Continued on Page 103)

Remington Aims $2,000,000 Drive at Pop, Grads

BRIDGEPORT, CONN., May 26—Remington Electric Shaver Co. will spend approximately $2,000,000 on a spring-summer drive to push its products for Father's Day, graduations and weddings.

Print ads include a gatefold spread, two-color spreads, a b&w spread and a b&w page in *Life;* a color spread in *McCall's;* color pages in *Sports Illustrated* and *Vogue;* a two-color page in *Reader's Digest,* and a b&w page in *The Saturday Evening Post.*

■ In television, Remington will use ads each week during April, May and June on "Gunsmoke" and "Secret Storm."

Besides advertising Roll-a-Matic, the Remington drive will introduce the Lady Remington and the cordless and rechargeable Lektronic shaver.

Young & Rubicam, New York, is the agency. #

BUDDIES—*This b&w ad for Remington will run in Life June 13 and The Saturday Evening Post June 11.*

Stockholm Agency Opens Madrid Office

STOCKHOLM, May 24—In a rare international expansion by a Scandinavian agency, Gunther & Back has established a subsidiary in Spain.

Gunther & Back, founded in Stockholm in 1944, has formed GUBA Publicidad in Madrid. Offices will be in the Casa de Suecia (Swedish House).

To head up the new office, Gunther & Back has sent its international director, Derek Scholander, who has had long advertising experience with Swedish and U.S. agencies.

Gunther & Back billed $2,500,000 in 1959. It has worked for Shell Oil since 1946 and also services General Foods, Goodyear Tire and R. J. Reynolds Tobacco. Its newest client is Ford Motor Co.

■ This is the third new agency to open in Madrid this year. Publicidad Guastella, leading Cuban agency, opened an office there in April, and two ex-McCann-Erickson account executives launched Colon S.A. de Publicidad in Madrid May 1. #

Seasoned Campaigner . . .

Furness to Hit 2,000th Westinghouse TV Ad

Westinghouse Star Lines up 200 Dresses for '60 Politics Show

By Ramona Bechtos

NEW YORK, May 25—When the curtain goes up on the 1960 Presidential nominating conventions, viewers on CBS will be seeing a tv spectacular starring Westinghouse's Betty Furness, complete with a wardrobe of some 200 dresses, surrounded by dozens of Westinghouse products and supported by an entourage of nearly 50 company men, agency personnel, actors, directors, makeup men and costume mistresses.

Coordinating the $6,000,000 Westinghouse political extravaganza, which includes both conventions, election night coverage and an interim series of about nine half-hour campaign shows, will be Ketchum, MacLeod & Grove, which handles the company's corporate advertising. Ketchum, MacLeod will get about 25% of the total billings, while the heaviest share, approximately 65%, will go to McCann-Erickson, which works on Westinghouse electrical appliances, and the remaining 10% to Grey Advertising Agency, which handles the company's radio and tv sets. Ketchum, MacLeod also will get an extra fee for its job of coordinating the commercials.

■ Miss Furness, who will be participating in her third appearance on the quadrennial political stage, was the subject of a great deal of comment during the 1952 and 1956 conventions and even received some write-in votes for Vice-President. One cartoon showed a youngster in front of a tv set, asking his father, "Who's winning, Daddy, Ike or Betty Furness?"

In an interview with ADVERTISING AGE, Miss Furness said that she much prefers doing live commercials, particularly during the conventions. "In that way, I can refer specifically to the activities around me, and I can play into the mood of the convention," she said. "If it's hot on the floor, I like to speak softly."

Betty Furness

During the political coverage, Westinghouse's commercials will be handled live, except for a few demonstrations which require some setting up, and those will be taped just prior to being shown. The moment one commercial is delivered, Miss Furness and the crew will set up for the next.

■ Announcer Fred Davis will deliver the corporate commercials during the conventions because the company feels discussion of some subjects sounds better com-

(Continued on Page 103)

Lyden, Douglass Are Assigned New Titles at Ted Bates

NEW YORK, May 27—Ted Bates & Co. has created two top-level management posts and has appointed John M. Lyden and James C. Douglass to fill them.

Mr. Lyden, who has been senior vp at Ted Bates since 1959, becomes vice-chairman at the agency, sharing responsibilities as management representative on several account groups with William H. Kearns, a vice-chairman since February of last year.

James C. Douglass John Lyden

Mr. Douglass, formerly exec vp, becomes administrative vp at the agency and will act as chief administration officer for all domestic and international operations. The agency said the title of exec vp will be dissolved. #

CBC Names Malloy

John R. Malloy has been named sales director (English) of the Canadian Broadcasting Corp., Toronto. He was formerly supervisor of television sales. In his newly-created position he will be responsible for the CBC's three English sales departments—radio, television and export.

Pepsodent Plaint Unrelated to Ads, Lever Tells FTC

Asking Advertisers Not to Distort, FTC Shouldn't Either, Fortas Asserts

WASHINGTON, May 24—Hearings in the case involving the Federal Trade Commission's charges against advertising for Pepsodent toothpaste got under way yesterday, with attorneys for Lever Bros. protesting that the commission's case is based "on somebody's fancy."

The case involves tv demonstrations where Pepsodent is used to remove tobacco stains from an enamel surface. As the hearing started yesterday, Lever told Hearing Examiner Harry Hinkes that neither the storyboards nor the commercials themselves contain the key words in the commission's complaint—the alleged promise that Pepsodent will remove stains from teeth of all smokers, and particularly the accumulated stains from teeth of habitual smokers.

■ In the commercials which FTC is attacking, a laboratory technician applies smoke from a "smoking machine" to the enamel. As the Pepsodent is brushed across the surface, he exclaims, "See? The smoke stain is gone. Where we used Pepsodent. Yes, Pepsodent removes even yellow smoke stains, perhaps the hardest of all stains to remove. In fact Pepsodent cleans your teeth more effectively."

■ Foote, Cone & Belding, Lever's agency, and William H. Bambrick, FC&B, account executive, are also respondents in the case.

Lever attorney Abe Fortas was on his feet as the hearing opened

(Continued on Page 103)

FTC Plaint Hits S. Klein to Test Jurisdiction over Local Merchant

Store's Advertising Is Only Tie to Interstate Trade Cited in Ad Suit

WASHINGTON, May 25—The Federal Trade Commission today started what is expected to be a landmark case in the advertising field with a complaint charging that S. Klein Department Store, in New York, injured competition and misled the public with fictitious price ads in newspapers and on radio-tv stations.

Since the complaint does not charge that the Klein store actually shipped merchandise in interstate commerce, it represents an effort by the commission to determine whether the simple act of advertising in interstate commerce puts a business man within the jurisdiction of the FTC.

The federal-state jurisdictional split in the advertising field has become a matter of increasing concern at FTC in recent months.

FTC Chairman Earl Kintner has commented that the existing division of effort has created a situation where FTC tells chain stores to stop an advertising practice, while the store's competitors can continue to use the same techniques ("In Washington," AA, March 28).

■ In the past, it has been generally assumed that FTC's jurisdiction is limited to sales in interstate commerce and to advertising practices to induce these sales. In the O-Jib-Wa bitters case, courts early this year affirmed that the Wheeler-Lea Act gives FTC jurisdiction over drug advertising where advertising is disseminated in interstate commerce, even though there may not be any evidence that sales were actually made across state lines.

In a speech before the Atlanta Advertising Club in March, Chairman Kintner said the double standard in treatment of advertising could be corrected three ways—(1) by new state laws; (2) by new federal law to establish clear-cut FTC jurisdiction or (3) by a test case to determine whether current theories of interstate commerce will enable FTC to get jurisdiction which it has not attempted to exercise in the past.

■ Informed FTC sources indicate the S. Klein case will test whether FTC can move into retail advertising under existing law. At the conclusion of the case they expect FTC to establish its jurisdiction, or to go to Congress for new law.

Contention in the case, if it works out as FTC anticipates, will center on the omission of important legal phrases which are ordinarily included in FTC cases in order to establish jurisdiction. These phrases normally specify that goods are shipped in interstate commerce and that they are falsely advertised.

In the S. Klein case FTC merely says that in the conduct of its business, the respondent disseminated in newspapers of interstate circulation and in radio-tv broadcasts in interstate commerce advertisements "designed and intended to induce sales of its merchandise and that of its concessionaires." FTC said approximately $1,000,000 is spent annually for such advertising, but it made no effort to contend that any sales were actually completed in interstate commerce.

■ Typical advertising statements challenged in the complaint include:

- "From one of the nation's known makers save $25.05—Thomas cotton sport coats—made to retail at $35-$9.95."
- "Full 4½' to 5' aluminum and frosted glass tub enclosures—$89.95 value $39.95."
- "Cashmere sweater event, precious mink on cashmere sweaters—Sold nationally at $89 to $139—$50."
- "2 to 15 cup automatic coffee percolators—List price $24.95—$7.99."
- "Cultured pearl necklace & chokers—all hand knotted, all with 14kt white gold clasps. Guaranteed equal to $15 necklaces and chokers $5.99—."

■ The amounts designated "list," "sold nationally at," "value" and "equal to" were not the usual and customary retail prices for the advertised items in Klein's trade area, and the sums set out with the words "made to retail at" and "save" were not Klein's regular retail prices for the items listed, as implied, the complaint alleges. It charges these sums were fictitously high and that purchasers consequently did not save the difference between the higher and lower prices as represented.

Further allegations are that costumes advertised as "pure silk" did not contain any silk fibers and that no disclosure was made when merchandise consisted of "seconds" or "irregulars."

Klein is granted 30 days to file answer to the complaint. #

KENT Appoints Forjoe

KENT, Shreveport, La., formerly handled by Walker-Rawalt, has appointed Forjoe & Co. as its national representative.

Keith Butler Joins 'Houston Post' as General Ad Manager

HOUSTON, May 24—The departure of Keith Butler from his post as manager of the Houston branch of Glenn Advertising, to become general advertising manager of the *Houston Post*, set off several other changes in the Houston agency personnel lineup.

Eugene Lemcoe, advertising director of the *Post*, said Mr. Butler succeeds Robert Barron, who has rejoined the staff of Moloney, Regan & Schmitt, San Francisco.

Mr. Butler has headed the Houston office of Glenn Advertising for three years. Before that, he worked for the *Denver Post*, the *Milwaukee Sentinel*, and the *Houston Post*.

■ To succeed Mr. Butler at Glenn Advertising, Bob Heller will move June 1 from the staff of McCann-Erickson, Houston.

Also moving to Glenn Advertising as an account executive is Ed Chalmers. Mr. Chalmers comes from the local office of Marsteller, Rickard, Gebhardt & Reed, which is slated to close on May 31 (AA, May 9). The National Steel Co. account reportedly goes with Mr. Chalmers in the move. #

United Advertising Acquires Johnston Outdoor Company

United Advertising Corp., Newark outdoor company, has purchased Hen. Johnston Inc., Reading, Pa., outdoor company, from Henry R. Johnston.

The acquired company, producer of outdoor advertising in southeastern Pennsylvania, will be renamed Johnston Advertising Co. and will become a division of United.

MAGAZINES
Complete YOUR SELLING PICTURE
RADIO
TRADE PAPERS
POINT OF SALE
NEWSPAPERS
DIRECT MAIL
OUTDOOR
TV
Winner 1960 Chicago Federated Advertising Club Award for Permanent Counter Display
Scripto A 675 Service Station produced by AMD
with an Ad Metal
MERCHANDISING DISPLAY
Shelving your product at the point of sale can be mighty expensive. You can lose your investment in other media and your opportunity to increase sales.
An Ad Metal merchandiser, custom-designed for your product, can close the sales your other advertising has opened.
Let AMDCO help put your product in Selling Position.
Send for full color brochure showing how successful merchandisers use Ad Metal Displays to close more sales . . . more profitably.
ADVERTISING METAL DISPLAY CO
CHICAGO 50 • 4821 West Nineteenth Street / Bishop 1-1242
NEW YORK 36 • 11 West 42nd Street / LOngacre 4-8255

In the Top 20 in Total Retail Sales

General Merchandise Sales Grow Faster in Greensboro

In category after category, Greensboro stands out among the NEW South's top 25 markets—ahead of Charlotte, Jacksonville, Norfolk-Portsmouth and closely following top markets like Louisville and Birmingham. Enter this thriving market through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation: over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

Looking for faster turnover at Lucky Stores?

GERALD A. AWES
President
Lucky Stores, Inc., San Leandro, Calif.
119 stores. $178,689,888 annual volume

Let Mr. Gerald A. Awes, President of Lucky Stores, Inc., give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"ACROSS the years, we at Lucky Stores have observed that we enjoy rapid turnover of goods when the suppliers are regularly advertising in the pages of THIS WEEK Magazine. Time after time, we have had the opportunity to see advertising campaigns scheduled in THIS WEEK Magazine move tremendous quantities of merchandise through our stores."

Gerald A. Awes

GERALD A. AWES

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Humble Oil Acquires 27 Outlets in West

HOUSTON, May 25—Humble Oil & Refining Co. of Delaware, principal domestic subsidiary of Standard Oil Co. (New Jersey), extended its marketing operations this week via acquisition of 27 retail outlets in California, Nevada and Arizona.

Purchase of the service stations—properties of Martin Steinberg and Joseph E. Kahn, of Gardena, Cal.—marks the initial entry of Humble into California and Nevada markets.

Under terms of the transaction, Humble will take over 11 service stations in Los Angeles, four in Nevada and 12 in Tucson, Ariz., where it already is marketing. The stations in Nevada and Arizona formerly were operated under the name Major Gas Stations.

In March (AA, March 28) Humble moved into Ohio for the first time, and with its entry into the two western states, the company now markets in 42 of the 50 states.

Robinson, Tower to L&F

John W. Robinson Jr., formerly a tv account executive and commercial producer with McCann-Erickson, has been named to the new post of associate director in the tv-radio department at Lambert & Feasley, New York. Myrtle M. Tower, previously assistant commercial sales manager at WMGM, New York, has joined the tv-radio department of Lambert & Feasley in the new post of business manager.

Sykes Named Marketing Head

Edward P. Sykes Jr. has been appointed director of marketing of Stromberg-Carlson's commercial products division, Rochester, N. Y. Prior to joining Stromberg-Carlson, a division of General Dynamics Corp., Mr. Sykes was a management consultant with McKinsey & Co.

$11,000,000 Ad Budget Set for Belair Cigarets

Testing Completed, B&W Brand Moves to National Distribution

LOUISVILLE, May 24—Brown & Williamson Tobacco Corp. has put its new Belair cigaret brand into national distribution after ten months of test marketing.

National advertising began this week with network television—"Sugarfoot" (ABC), "Colt .45" (ABC) and "Mr. Lucky" (CBS); spot tv in 23 top markets; color pages in Sunday supplements in more than 300 newspapers will run May 29, and subway cards are scheduled in New York.

NATIONAL—*Belair will be introduced nationally this month with full-page color ads like this in Sunday supplements and network and spot tv.*

Supplements on the list include *Family Weekly, Parade, This Week Magazine* and independents. They will be used on a regular basis (about once every two or three weeks) throughout the year.

John W. Burgard, advertising vp, said Belair's total annual promotion budget will be between $11,000,000 and $12,000,000.

Test marketing on Belair, a lightly mentholated cigaret with a "deep set" recessed filter, began last July in Texas, New Mexico and Louisville. Later, Florida, Oklahoma and Hawaii were added.

■ Belair made a "strong showing" in tests, Mr. Burgard said. He also noted that sales of menthol cigarets have increased 400% since 1955.

Advertising theme for Belair will be: "Breathe easy, smoke clean with new Belair."

Ted Bates & Co., New York, is the agency.

STEPHANO TESTS JAGUAR CIGARETS

PHILADELPHIA, May 24—A new filter-tip premium-price cigaret—the Jaguar, aimed at the sporty-casual and young executive set—is being test marketed in Detroit by Stephano Bros.

The new cigaret costs about 5¢ a pack more than regular filter tips, a fact noted in the theme of the ad campaign: "It costs just a few pennies more to go first class." Jaguars are available in gold tip or "royal white" tip, in a flip-top box that uses black, grey and red on a white background. As a result of both the box and its approach in advertising, Stephano Bros. hopes to create an image of elegance but not pretentiousness, the company indicated.

The campaign, prepared by the Philadelphia office of W. B. Doner & Co., broke yesterday with 30 and 60-second spots on WLDM, Detroit fm station. This will be followed in June by an unusual media schedule.

■ The newspaper schedule includes the Sunday society section of the *Detroit News;* the *Birmingham Eccentric* (a newspaper circulated in the suburban Birmingham and Bloomfield Hills sections), and the *Grosse Pointe Press.* Jaguar is using 30" ads in a 13-week schedule.

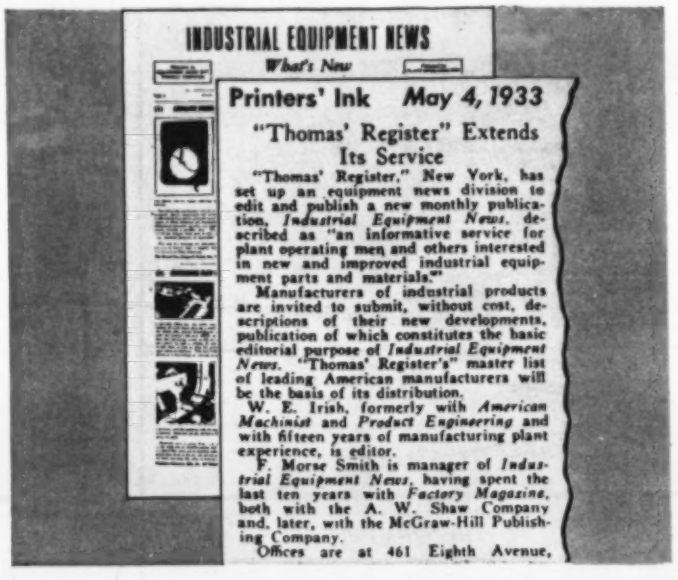
The magazine schedule includes half pages in the *Detroit Boat Club;* the *Grosse Pointer* (yacht club publication); *DAC News* (Detroit Athletic Club publication), and the *Detroit Yacht Club News.*

The ads show women dressed in Paris clothes, or men decked out in yachting jackets and caps, with copy noting that "Glamor on the go smokes Jaguars while getting there," or "Men in motion smoke Jaguars while getting there."

Point of purchase material also stresses the sportily-dressed. #

Starch Offers Ad Library

Daniel Starch (Canada), Toronto, has announced that subscribers to Starch Advertisement Readership Service are now eligible to subscribe to its Ad-File rental library, which contains ads that have appeared in Starch-studied magazines since 1957. Rental rates are available from the company, 861 Broadview Ave., Toronto.


INDUSTRIAL EQUIPMENT NEWS
What's New
Printers' Ink May 4, 1933
"Thomas' Register" Extends Its Service
"Thomas' Register," New York, has set up an equipment news division to edit and publish a new monthly publication, *Industrial Equipment News*, described as "an informative service for plant operating men and others interested in new and improved industrial equipment parts and materials."
Manufacturers of industrial products are invited to submit, without cost, descriptions of their new developments, publication of which constitutes the basic editorial purpose of *Industrial Equipment News*. "Thomas' Register's" master list of leading American manufacturers will be the basis of its distribution.
W. E. Irish, formerly with *American Machinist* and *Product Engineering* and with fifteen years of manufacturing plant experience, is editor.
F. Morse Smith is manager of *Industrial Equipment News*, having spent the last ten years with *Factory Magazine*, both with the A. W. Shaw Company and, later, with the McGraw-Hill Publishing Company.
Offices are at 461 Eighth Avenue,

May, 1933
Industrial Equipment News
CIRCULATION: 30.000
NO. OF ADVERTISERS: 0

the originator'

1933

IN 1933 . . . FDR took office, the Giants took the World's Series and men in industry took notice of a new kind of magazine: a magazine that offered them detailed information on new products, improved products, problem-solving products. Its name: *Industrial Equipment News.*

1960

—and still the innovator!

TODAY . . . IKE is in office, Explorer VI is in orbit, and industry executives in the know still look to IEN for the facts on new products and product information. And, just as it has done since '33, IEN gives them those facts, with over 1200 product descriptions every month. Today, Industrial Equipment News is the buying guide to better than 77,000 key men in 452 of the nation's major industries. What better place to tell them about your product? For full details, send for our Data File.

May, 1960
Industrial Equipment News
CIRCULATION: 77,017
NO. OF ADVERTISERS: OVER 700
every month

BPA NBP

Thomas Publishing Company
461 Eighth Avenue, New York 1, N. Y.
...Affiliated with Thomas Register

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

What does it take to move people?

PLENTY OF ROOM IN THE REAR · PLENTY OF ROOM IN THE REAR · PLENTY OF ROOM IN THE REAR · PLENTY OF ROOM IN THE REAR · PLENTY OF

You won't miss the bus if you remember one thing: the more you repeat a message, the more you drive the message home. That's why frequency is so important to advertisers. You get an *added* measure of frequency in The Saturday Evening Post at no extra cost. ■ That's proved by Ad Page Exposure. This new study of media effectiveness counts the times a reader turns to your ad page. (Take B. F. Goodrich in this week's Post. Their ad on page 85 plus the reader on page 85 equals one Ad Page Exposure.) Now, your ad page in a single issue of the Post gets more than one exposure per reader. Actually, it gets 37% more exposure to the average reader than the same ad in the other big weekly. ■ You meet the right people, too. Your Post ad page is seen three million more times by readers in larger families (3 or more members). Your Post ad page is seen half a million more times by readers in the $4,000-and-over households that spend two-thirds of all durable- and package-goods dollars. ■ The Post is the fastest-moving advertising vehicle you can take, because . . .

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST...THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

British Brewer Sets $900,000 Drive for Skol

Move Notes Trend to U.S.-Style Beer, Also Combats Carling's Threat

LONDON, May 24—Ind, Coope & Allsoppe Ltd., through BBDO Ltd., last week launched the biggest campaign ever mounted in Britain for a lager beer—its Skol label.

The appropriation for the national campaign has been set at £325,000 ($910,000).

Skol, introduced last year with a budget of $112,000, has now achieved national distribution. Ind, Coope's marketing director, Michael Watson, says it is the largest selling British-brewed lager.

The new campaign theme is: "It's only human to say Skol." Ind, Coope will be using spaces larger than a quarter page in national newspapers, color half pages in magazines, a nationwide poster campaign and 15 and 30-second peaktime commercials on television.

■ The new drive jumps the gun on E. P. Taylor's Canadian Breweries, which is apparently trying to do in Britain what it has done in the U. S. Its Carling's lager, which moved up to the No. 4 spot in the U. S. market in quick time, is now being sold here, and a big marketing push is expected.

Carling's advanced in the American market on the wings of mergers and acquisitions. In recent months, Canadian Breweries has bought up several British breweries.

BBDO—formerly Dolan, Ducker, Whitcombe & Stewart—has also jumped the gun on Carling's by importing a Canadian to head up the Ind, Coope account. Colin Smith, formerly manager of BBDO's Montreal office, has been shifted here for this purpose (AA, May 23).

■ Mr. Smith, who is familiar with the Carling's operation, fills the gap left by Cyrus Ducker, who resigned to join Colman, Prentis & Varley (AA, April 4). Ind, Coope moved its big account to the Dolan agency after Mr. Ducker left London Press Exchange to become a partner with Pat Dolan.

Lager-style beer seems to be the coming thing in the British beer market, long in a state of decline. Some 50 years ago Britons consumed 32 gals. of beer per person a year; today, per capita annual intake is down to 18 gals.

Traditionally, the beer drunk in Britain has been a thick, warm brew, and virtually all of it was consumed in the public houses and inns. Lager—a light, dry beer popular on the Continent and in the U. S.—was considered a ladies' drink, and until quite recently nearly half of the lager consumed here was mixed with lime juice. Lager is almost always served cold.

SKOL—*Big, striking photographs—with brief copy—key ads like these in the $900,000 Skol campaign launched in Britain by Ind, Coope & Allsoppe Ltd.*

■ Today, lagers still represent less than 2% of the beer market but their share is increasing rapidly. Lager consumption last year is estimated at some 340,000 bbls.—more than four times that of the 1939 level. Half of the lager market is held by imports, particularly Tuborg and Carlsberg, from Denmark.

The entire British beer market appears to be moving in the direction of patterns already well established in the U. S.—namely, more home consumption, increased sales in bottles and cans, fewer and fewer pubs, fewer local brands, and well-established, heavily advertised national brands.

A few statistics tell the story. In 1946, only 25% of British beer was sold in bottles, and there was virtually no cans; today, packaged beers—primarily in bottles—account for more than 40% of the market (still a long way from the 80% share in the U. S. market). Sales of canned beers rose from 1,500,000 cans in 1954-55 to more than 100,000,000 cans in 1958-59.

■ Ind, Coope is one of Britain's largest brewers, selling through 7,000 public houses and inns and some 28,000 retail outlets. Its Double Diamond brand is one of the top-selling beers in the country. #

TOP 100 FINANCE COMPANIES

FINANCE magazine will publish its exclusive compilation of top 100 finance companies in June issue. It is the only compilation of its kind available and is kept year-round as a reference piece. Tell your company's story in this popular issue. Call or write FINANCE, 20 N. Wacker Drive, Chicago, Ill., CE 6-6351.

Pet Milk Names Dodge; Harsha Also Moves Up

Pet Milk Co., St. Louis, has appointed James A. Dodge vp—marketing, food products division, succeeding Gordon Ellis, who has been named exec vp and general manager of the division.

James A. Dodge

Mr. Dodge was formerly sales manager of the division. At the same time, Pet Milk has named William N. Harsha Jr., formerly general product manager, vp and assistant to the president.

Henderson Advertising, Liller, Neal Win Top Prizes

Liller, Neal, Battle & Lindsey, Atlanta, and Henderson Advertising Agency, Greenville, S.C., were named first prize winners in the second annual awards competition of the Radio & Television Representatives Assn., Atlanta. Liller, Neal was presented a plaque for its Colonial Stores radio commercials. Henderson was awarded top prize for its tv commercials for Texize Chemicals.

Why department stores put us first among all New York weekday newspapers

In the New York market, the World-Telegram *goes home* to families with *money to spend.* (As a matter of fact, 76% of its copies are printed *after 2:30 p.m.*) Significantly, the World-Telegram led all New York weekday newspapers (both morning and evening) in department store linage in 1957, 1958, 1959—and again in the first four months of 1960. This means *selling power*—for department stores see the results of their advertising, at the cash register, the very next day.

Among New York's evening newspapers, the World-Telegram is:

- **First** in Retail Advertising
- **First** in General Advertising
- **First** in Total Display Advertising
- **First** in Total Advertising

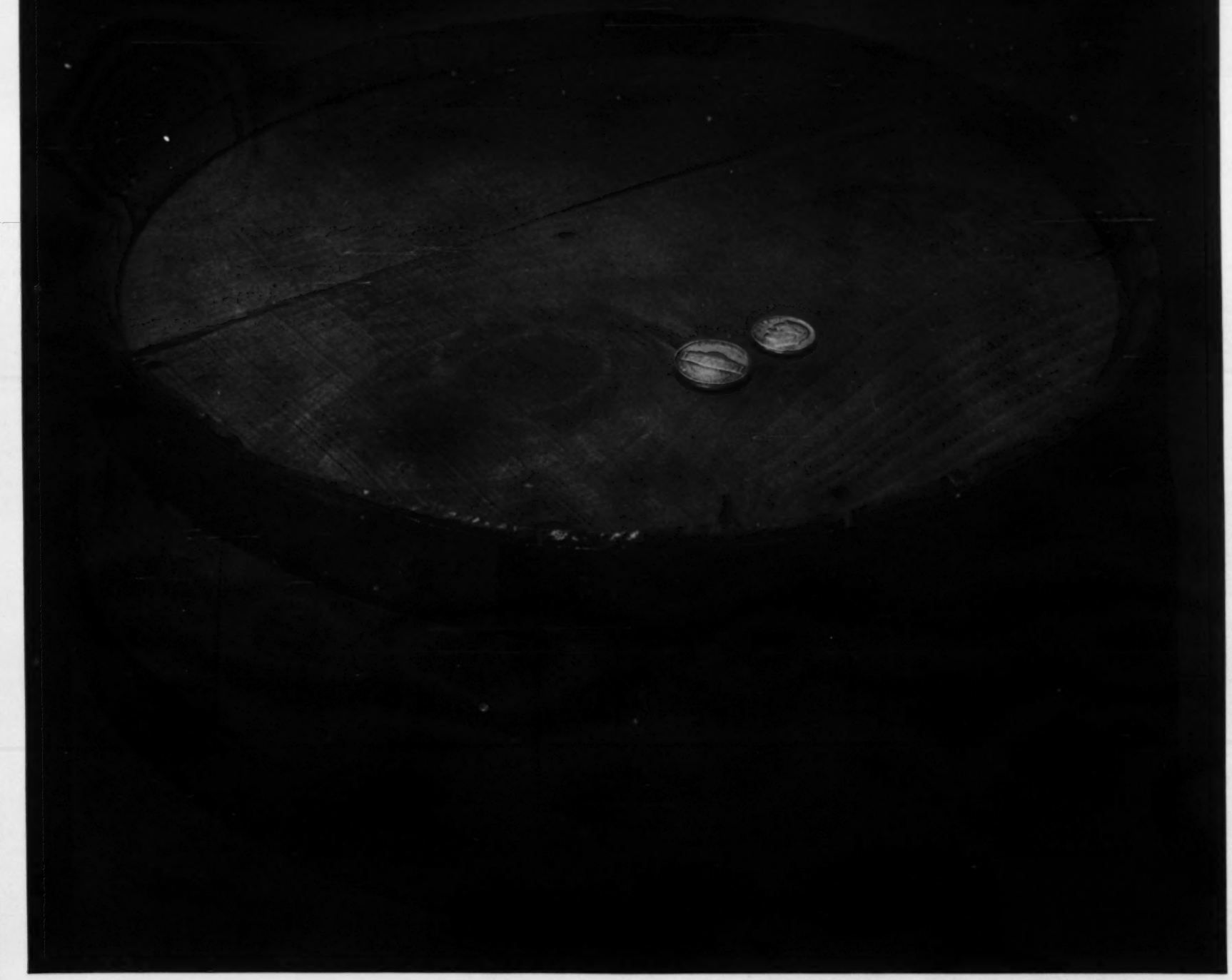
The advertiser's choice in the evening field!

New York's *quality* evening newspaper

New York World-Telegram
The Sun
A SCRIPPS-HOWARD NEWSPAPER

Source: Media Records

15¢ C.O.B.*



*Cash on the barrelhead—that's how some 5,265,000 people buy TV GUIDE every week. Place it in perspective. Note that the Post, among weeklies, is a distant second with its approximately 1,336,000 newsstand circulation . . . and that Reader's Digest, tops among monthly magazines, records about 1,900,000 single copy sales. What explains TV GUIDE's astonishing number of single copy sales? It's rather simple — people *want* TV GUIDE. Week after week there is a need to read it. Why? Because it provides them with the *last* word on their *first* leisure interest—television.

TV GUIDE

Best-selling weekly magazine in America...circulation 7,250,000

RIGGED?—*These shots from the Libby-Owens-Ford commercial show announcer comparing sheet glass in side windows of non-GM cars (left) with L-O-F plate glass in GM cars. FBI experts called by the Federal Trade Commission testified that sheet glass was photographed from angles that accentuate its distortions.*

Camera Can Lie, but Does It? . . .

FBI Testifies to Photo Trickery in L-O-F Ads

(Continued from Page 1)

through open windows. In others he reported a telescopic lens had been used, which magnified the distortion in sheet glass in non-GM cars. In some instances, he said, the same car or cars had been used for the plate glass and sheet glass shots, with the plate glass shot made through an open window. He contended camera position had been identical, citing the configuration of the window or the shadow patterns to support this view.

As proof that the window had been rolled down for the plate glass shot, he testified that window channels were wider in the plate glass pictures than in the sheet glass pictures.

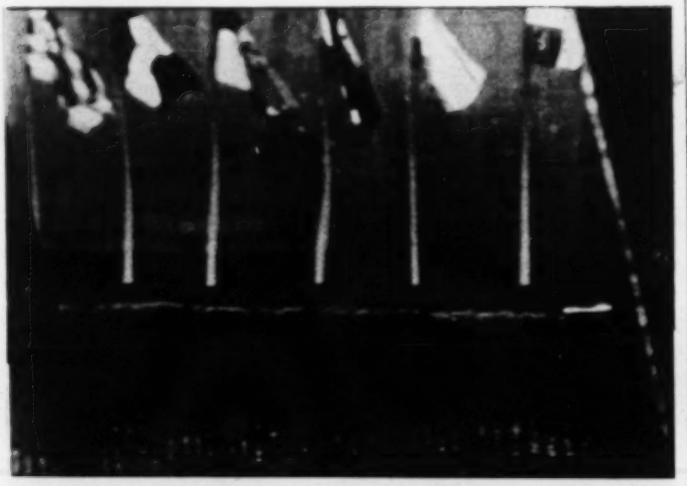
As proof that telescopic lenses were used he pointed out that in one pair of comparisons six badly distorted flagpoles appear in the sheet glass shot, while 12 clear flagpoles appear in the matching plate glass shot. The "foreshortened foreground" in the sheet glass shot was mentioned as further evidence that telescopic lenses had been used.

■ Lawyers for GM and L-O-F peppered the FBI witnesses with cross questioning. William Simon, attorney for GM, had an array of specially prepared photos to test their ability to distinguish distortions in pictures taken through glass. Under his questioning, Mr. Shaneyfelt conceded that in the absence of physical clues he had no way of basing an opinion as to which picture might be made through plate glass and which through an open window.

George Wise, attorney for L-O-F, obtained a concession that the use of telescopic lens will not create a distortion unless the distortion already exists. But Mr. Shaneyfelt added: "By magnifying it, it makes it more apparent."

■ Much of this week's testimony focused on a sequence in which L-O-F plate glass and competing glass were demonstrated simultaneously in front of a "zebra board." Mr. Shaneyfelt said his measurements confirmed that the plate glass and sheet glass were at different angles, resulting in unfair comparison. A second FBI witness, mineralogist Roy Jevins, elaborated. He said his study of this demonstration indicated that the sheet glass had been installed with predominant "waves" oriented in a vertical manner, and that this is contrary to recommended practice because it results in a maximum of distortion.

The FBI effort to unfrock the zebra board demonstration was in best science-crime tradition. Two series of six photos had been made to show distortion patterns in a zebra board when sheet glass is photographed at various angles, in the horizontal and vertical positions. From these so-called "shadowgraphs" Mr. Jevins testified that the dominant waves in the sheet glass in the demonstration televised by L-O-F had been installed in a manner which results in a comparison most favorable to L-O-F plate glass. #



PROUDLY THEY WAVE—*An FBI photographic expert, Lyndal L. Shaneyfelt, testified that the top photo shot through a sheet glass auto window was made with a telescopic lens, while the lower picture, through L-O-F safety glass in a GM car, used an ordinary camera lens. The telescopic lens doesn't create distortions, he said, but it magnifies them.*

New Agency Takes Over Arnold Bakers From Kudner Agency

(Continued from Page 2)

such agency was listed in Greenwich, the company said that further information could be expected within a few days. The company also said is has been agency-looking for "a couple of months," although it had been a "sudden decision" to announce the news now.

■ Checking along Madison Ave. turned up the news that the Allston-Smith agency is being set up by Jerry Allston, creative director of Charles W. Hoyt & Co., and William P. Smith, former radio-tv head of Hoyt, who resigned last August. Mr. Allston has been with Hoyt for ten years; Mr. Smith had been there for 25 years. Both had worked on the Arnold account when it was at the Hoyt shop for seven years before moving to Kudner in 1959.

The agency will be located at 36 Mason St. in Greenwich and will open its doors "as quickly as possible," Mr. Allston told Advertising Age. He also said that the agency has signed up several other accounts to be announced shortly. When asked if other Hoyt staffers would be joining them, Mr. Allston replied, "Not at the present time."

Leonard Stein Moves

Leonard Stein Advertising, New York, has moved to larger offices at 280 Madison Ave.

Traditional Chewing Gum Price Structure Begins Crumbling as Wholesale Prices Rise

Chicago, May 26—The traditional 5¢ package of chewing gum may not be growing obsolete, but the retail and wholesale prices of chewing gum showed an increase this month for the first time in many years.

In these days of record prices and high costs of living, chewing gum had been one of the rare products which did not go up in price, despite the fact that costs to gum manufacturers had increased along with nearly everything else.

The break in the dam came late last month, when William Wrigley Jr. Co., the world's largest gum marketer, boosted the wholesale price of its 20-package carton from 55¢ to 60¢. It was the first time that Wrigley had raised its prices since Oct. 26, 1917, when the company increased its carton price from 52¢ to 55¢.

■ Wrigley attributed the price increase to higher costs—primarily to higher advertising expenditures this year. Wrigley maintained that its expanded ad program would increase gum sales substantially for wholesalers and retailers.

Gum wholesalers have been averaging about 10¢ margin on each carton of 20 packages sold to retailers, although wholesalers in some markets earn as little as 5¢ per carton, depending upon the competitive situation. The wholesalers will maintain their margins by passing the price raise on to retailers.

Wrigley told Advertising Age that it did not think retailers would boost their gum prices. "Retailers have been enjoying a 40% markup for many years," Wrigley said. "If they keep the same retail prices, their profit will still be 35%, which is still a neat profit."

Wrigley added that it intends to maintain the quality and net weight of its gum products, pointing out that some companies have decreased the size of their products.

■ Following Wrigley's price boost, its three major competitors—American Chicle Co., Beech-Nut Life Savers and Clark Bros. Chewing Gum Co.—enacted similar increases to wholesalers.

In Pittsburgh, C. T. Clark, advertising manager of Clark Brothers, told AA that he expected retail prices to go up, and added that many food and drug chains in several cities had already adopted new price structures.

The prices of single packs of gum have gone up from 5¢ to 6¢ in some cities, and from 4¢ to 5¢ in others, Mr. Clark said. He added that since his company adopted the new prices May 16, retailers and wholesalers had shown much more interest in gum.

"Gum prices should have been boosted years ago," Mr. Clark said. "Everything else has gone up."

In Chicago, some of the major retail grocery and drug chains already have proved Wrigley wrong by increasing their prices. National Tea Co. this month advanced the price of its gum six-pack from 22¢ to 25¢.

■ Jewel Tea Co., which has been selling four packs of gum for 15¢, is expected to boost prices next week, probably to four for 17¢ or four for 19¢. "We haven't made up our mind yet," a Jewel executive told AA, "but I can tell you that prices will definitely increase."

Stineway Drug Co., which had been selling three packs of gum for 9¢ and 10¢, boosted the price to 12¢ on May 16. "We also might raise the six-pack price from 23¢ to 25¢, depending upon what competition does," Stineway told AA.

■ Walgreen Co., the largest U. S. drug chain, contemplates no immediate price raise, but pointed out that it boosted prices about three months ago. Walgreen currently is selling gum for 5¢ a pack and four packs for 15¢. Prior to the price change, the drug chain was selling three packs of gum for 10¢ and 12¢.

Kroger Co. also adopted a new price scale this month, advancing the single pack cost from 4¢ to 5¢, and the price of four packages from 15¢ to 19¢.

■ Beech-Nut Life Savers increased its prices on May 2. "Only time will tell whether or not the increase will generally be passed on to the consumer," Beech-Nut said.

"Some places, like newsstands, airport and theater outlets already charge 6¢ but many of these have been charging 6¢ for some time. There's a lot of feeling both ways," Beech-Nut said. #

Toledo Admen Honor Beeson and Dowd

Toledo, May 26—The Advertising Club of Toledo honored two of its senior members at a luncheon yesterday—Sterling Beeson, board chairman of Beeson-Reichert Inc., and Charles F. Dowd, president of Charles F. Dowd Inc.

The two men were given certificates conferring on them the honorary title of lifetime governor of the Toledo adclub.

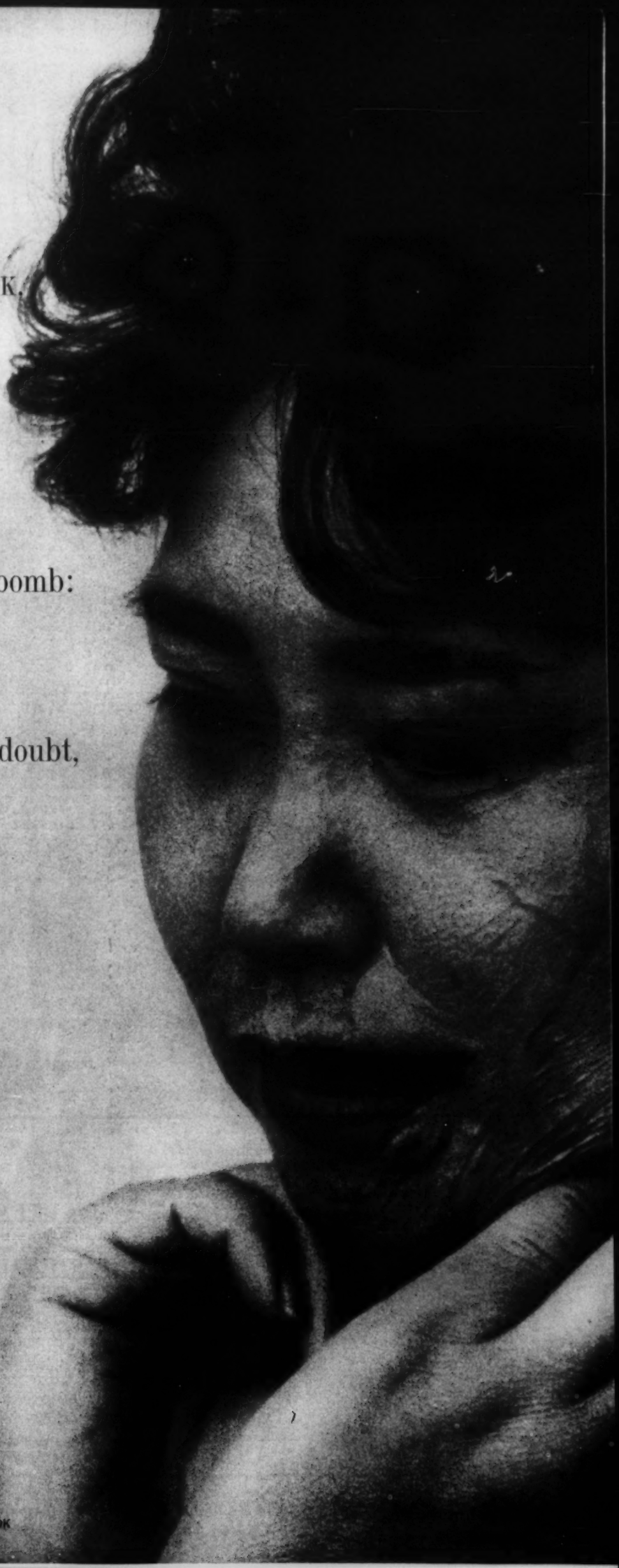
■ Mr. Beeson incorporated his agency in 1924 under his name. In 1941 it was changed to Beeson-Faller-Reichert, adding as principals Arthur Reichert and Ray Faller. After the death of Mr. Faller, the present name was adopted in 1951.

Mr. Dowd, a former high school teacher, was among the group that founded the adclub in 1909, and has been club president three times. He established his agency in 1925. #

Brutal birthmark of the atomic age.
Sobering aftermath of
The Decision
That Changed the World.
Through documents revealed
for the first time in the current LOOK,
you go back *before* Hiroshima
to sit in with our leaders—
soldiers, statesmen, scientists—
as they debate whether to unleash
a terrible new weapon
in the hope of shortening a war.
Some argued against dropping the bomb:
Eisenhower, Leahy, Strauss.
Others urged its use:
Marshall, Stimson, Oppenheimer.
But one man alone, in an agony of doubt,
had to make the final choice.
A chapter of historic significance in
the exciting story of people.

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER



From "THE DECISION THAT CHANGED THE WORLD," in the June 7, 1960, LOOK

Now! at the Same Price as the Finest American Made Gins!
Famous Imported English Gin for the mere pittance of...
£1/8/6
or, in plain dollars and cents in OHIO
only $4.00 per fifth
STUART'S Imported
Pikeman
Distilled London Dry
Gin

IMPORT—*Barton Distilling Co., Bardstown, Ky., will use this seven-column black and red ad in the Cleveland Plain Dealer June 3 to introduce Pikeman gin, imported from England, into the Cleveland market. Stern, Walters & Simmons, Chicago, is the agency.*

Rothmans Names Hayhurst for 2 Cigaret Brands

Agency Already Handles Rothmans Kings, Regulars, Consulates, Rembrandts

TORONTO, May 26—Rock City Sales Ltd., a subsidiary of Rothmans of Pall Mall Canada Ltd., has awarded the advertising account of Sportsman and Craven A cigarets, variously estimated as involving $150,000 to $500,000 a year in billings, to F. H. Hayhurst Co. Ltd., Toronto, effective July 1, ADVERTISING AGE learned yesterday.

The account, therefore, was on the loose for less than a week. Last week a joint statement issued by Rock City and MacManus, John & Adams, incumbent agency, said only that "by mutual agreement the agency-client relationship . . . will be terminated June 30."

However, ADVERTISING AGE later learned from another source that MacManus had resigned the account because billings did not warrant opening an office in Montreal or Quebec City, a move reportedly demanded by Rothmans (the group's Rock City brands—Craven A, Sportsman and Black Cat, among others—are produced at Quebec City).

■ It was also reported unofficially that Rothmans wanted MJ&A to engage a number of Rock City staffers to run the proposed office. Apparently the agency would have been prepared to talk business with Rothmans if its portion of the account had come close to the $500,000 billings figure budgeted for the brands.

It is understood that this was not the case, however, and therefore MJ&A decided not to expand out of Toronto. Informants told ADVERTISING AGE that discussions between the agency and Rothmans started early in April, but that it was decided for one reason or another not to announce the divorce proceedings until last week.

Hayhurst has Rothmans king size, Rothmans regular, Consulate and Rembrandt cigarets, in addition to the newly acquired Sportsman and Craven A brands, and Foster Advertising handles Black Cat cigarets. #

Zakin Agency Buys FM to Push Self to Potential Accounts

NEW YORK, May 26—If an advertising agency is interested in getting new accounts, it might try advertising for them.

The Zakin Co. decided to practice what it preaches and is now sponsoring a weekly hour show, "Montage," on WABC-FM, for 52 weeks. Only two ads are run per show, each one about 90 seconds in length. The soft-sell, humorous approach used in the commercials is intended to sell not only the services of Zakin but the positive advantages of advertising in general, Al Zakin, partner of the agency, said.

The commercials have been on for too short a time to net the agency any new accounts as yet, he added.

Each commercial, presented in a fable form, deals with a specific problem which can be solved through proper advertising. One of the ads, for example, tells the amusing story of a man who boasted about having a "better than." His claim went unchallenged—largely ignored—until a stranger finally asked him what it was better than. The moral of the story, the commercial points out, is that if you own a "better than," make sure you tell people what it is better than, and let Zakin help you tell your story. The only mention of the agency is at the end of each ad.

■ The program itself is a potpourri of concerts, symphony rehearsals, excerpts from Broadway shows, interviews, and readings of famous works and speeches. An announcer introduces the various segments of the show, which may be recorded, on tape or live. The agency has received requests from stations to syndicate the show, but no decision has been made on this subject yet, Mr. Zakin said. #

Special Unit Handles Local Ads for Valiant

DETROIT, May 26—A national advertising organization to coordinate local advertising efforts for Valiant compact cars with the national factory campaign is now working effectively in most areas. First schedules began in mid-April of this year with campaigns in newspapers, and with use of spot radio, tv and outdoor outlets.

First steps in putting down the plan were taken as early as last October, when the Valiants appeared. Organization committees were named to draft by-laws and outline procedures best fitted to particular locations. The name Valiant Advertising Assn. was adopted.

■ An advertising committee to select and approve all campaigns beamed for the benefit of member dealers has been established. The VAA account is in the hands of Batten, Barton, Durstine & Osborn.

According to Jack W. Minor, director of marketing for the Plymouth-De Soto-Valiant division of Chrysler Corp., the operation of VAA funds is completely at the discretion of the dealers.

"The advantage of such local advertising strength is obvious," Mr. Minor observed. "Dealers can elect the media and the type of campaign which they agree is best suited to meet the particular and peculiar marketing needs in their region at the very moment the best marketing opportunities present themselves. #

help!
Just send $1.00 and we'll send you this unusual historical souvenir direct from the Olympic Games in Rome!
OLYMPIC
This Space Donated by (Name of Your Paper)

HELP—*This ad, seeking to raise funds to send the U.S. Olympic team to the Olympic Games in Rome this summer, is one of several ads which will be mailed to more than 1,200 daily newspapers.*

Drive Aims to Raise $1,500,000 to Back U.S. Olympics Squad

CHICAGO, May 25—The U.S. Olympic Assn. will seek the aid of newspapers, magazines and radio and television stations throughout the U.S. over the next three months in an effort to raise $1,500,000 to send the American team to the Olympic Games in Rome Aug. 25-Sept. 11.

Erwin Wasey, Ruthrauff & Ryan, Chicago, has prepared 3,500 promotional kits which will be mailed next week to newspapers and radio and tv stations. Magazines will receive promotional kits directly from representatives of the agency and the Olympic Assn.

■ Keynote of the fund raising campaign is a souvenir Olympics postcard, which was conceived by Joe Furth, EWRR account supervisor, who is heading up all promotional activities. The postcard will be postmarked and mailed direct from Rome to each contributor of $1 or more. It will be autographed by leading members of the U.S. squad and bear an official Italian Olympics commemorative stamp.

THE SAD TALE OF THE MISSING AMERICAN CHAMPION
USSR
USA
HELP THE U.S. WIN
Send $1.00...get a souvenir postcard from the Olympic Games in Rome
OLYMPIC
This Space Donated by NAME OF NEWSPAPER

OLYMPIC SOUVENIR—*The U.S. Olympic committee will mail souvenir postcards from the Olympic Games in Rome to persons who donate $1 to the Olympic fund. This ad is one of several in a kit which will be mailed soon to newspapers throughout the U.S.*

■ The newspaper promotional kit will be mailed to the publishers of 1,200 daily newspapers, with circulations of more than 5,000, and 199 weekly newspapers. It contains eight ads in assorted sizes from pages to 200 lines, letters soliciting support, promotional suggestions and general information on the Olympic movement. An ad mat order will accompany the kit.

The radio kit, which will be mailed to 1,500 radio stations, includes the over-all promotional data plus 15 scripts in minute, 30-second, 20-second and station-break lengths. An electrical transcription, narrated by Jack Brickhouse, Chicago sportscaster, also will be included.

■ Every tv station in the U.S.—507—will receive tv kits, which will contain the same materials as the radio kits with the exception of 30-second commercials. In addition, a one-minute film clip depicting highlights of the 1956 Olympic Games will be sent to the 100 top tv stations.

Magazines will receive seven additional ads ranging from column size to full pages. A full scale publicity campaign to all media also will be run by EWRR.

■ The agency, which also handled promotion for the 1952 Olympic Games, is donating its services. Costs of materials in the promotion kits, which are expected to reach $20,000, were absorbed by various suppliers of ad materials to EWRR.

Contrary to the practice in many nations, including Russia, the Olympic Assn. receives no government subsidies. All funds come from public contributions and are raised by volunteers, as fund raising organizations. #

NSE, SEC Disagree on Committee's Role in Healing Rift

NEW YORK, May 27—National Sales Executives President J. A. McIlnay said today that if the Sales Executives Club of New York declined to accept an NSE charter, the New York club "will not be affiliated with NSE and NSE will take proper action accordingly." While he declined to elaborate as to what the "proper action" would involve, it is understood that NSE might solicit New York members independently or might even establish a new affiliate here.

Mr. McIlnay's comments stemmed from a dues hassle between the two organizations which erupted last September (AA, Sept. 28). The two groups have agreed to establish a five-man committee in an effort to settle the matter. But NSE and SEC apparently differ as to the committee's purpose. The NSE says the committee is to work toward a vote of the SEC by Sept. 30 on whether it "should accept a charter of NSE." NSE says the committee should meet, but "without specific directive except to come up with a solution satisfactory to both groups."

■ If SEC accepted an NSE charter it would be subject to the national constitution which calls for annual dues of $15 per member. The $15 is what triggered the hassle in the first place. Last January SEC voted to abolish this payment (AA, Jan. 18) to the national group in favor of a sliding scale of $15 per member for the first 1,000 members and $5 for each additional member, which would cut SEC dues from $45,000 to $25,000 a year.

The NSE vetoed the proposed sliding scale (AA, March 21) in favor of the establishment of a proposed NSE division within the New York club. #

Railroads Don't Recognize Value of Ads: Richter

CHICAGO, May 24—Advertising is "a powerful tool for the railroads," according to Frank Richter, exec vp and publisher, *Modern Railroads*, and "it is high time the industry took fuller advantage of it."

Mr. Richter told the Assn. of Railroad Advertising Managers yesterday that "there wouldn't be near the volume of transportation that there is today if advertising weren't so strong a force in making mass markets and mass distribution patterns . . . Yet, there are railroad officials who contend vociferously that all advertising is the bunk."

He said, "Most railroads haven't given advertising a fair trial. Most railroads, in fact, haven't yet recognized the place advertising should occupy in their philosophy of business.

"There is nothing wrong with imitating success," Mr. Richter said. "The light and power companies, the banks and the telephone companies have had outstanding success in using advertising to help create understanding of their problems, their objectives, their place in our economy."

■ Mr. Richter noted that "advertising never did and never will supplant intelligent, industrious, personal selling. But regardless of what is involved, personal selling has some very severe limitations."

He asked his audience to consider the following four conditions of a railroad's sales efforts:

- "With salaries what they are, travel expenses what they are, and entertainment expenses what they are, personal selling is a very critical cost item in any business.
- "Even the best salesmen just don't have the time or the opportunity to touch all the bases.
- "Where he does effective personal contact work, the good salesman can hold the customer's attention for only a limited time.
- "There are many basic selling points that a salesman never can get into because it just isn't the sort of thing that comes up in personal selling. The environment isn't right."

■ Mr. Richter added that "printed selling in each one of these four conditions . . . can help fill in the chinks in personal selling."

In reference to comments he has heard from railroad officials who have lost confidence in advertising because of the recent payola and rigged tv programs, Mr. Richter said, "We shouldn't condone such dishonest practice. But we shouldn't say that all advertising is dishonest because charlatans use it dishonestly.

"All the advertising people who decry the situation miss one important point. These abuses have come about because advertising is such an effective means of selling goods. If it weren't, the temptations would not be as great as they are."

Mr. Richter said that "whether you're selling freight service or filtered cigarets, honest, frank and creative advertising will build a stronger image for you." #

Stremmel Rejoins Aubrey

David H. Stremmel, who left Aubrey, Finlay, Marley & Hodgson, Chicago, in 1959, has returned to the agency as an account executive. He was formerly director of advertising of the Control Switch division of Controls Co. of America.

© TCP CO.

Panagra General Manager Douglas Campbell and his Nieuport 28, from a recent Holiday

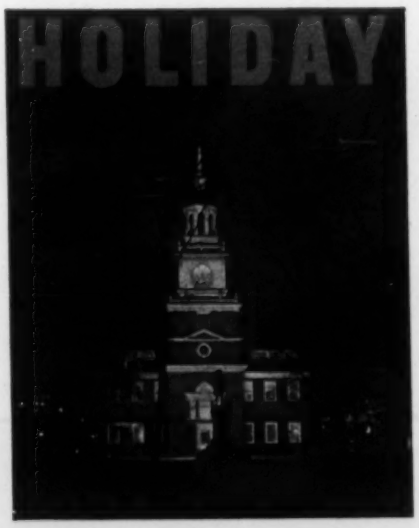
FLY HIGH ON THE WINGS OF AN IDEA

To help Holiday tell the exciting story of the U. S. Air Force, Arnold Newman posed World War I Ace Douglas Campbell in this vintage setting. Contrasted to today's astronauts and missiles, it is a graphic reminder of how rapidly our life changes.

The U. S. Air Force is synonymous with change. In its own way so is Holiday. "Supersonic" was hardly more than a word not too many years ago; likewise "creative leisure" as more than 900,000 Holiday families live it.

Changes in living have brought other changes. Families with the desire and the means to lead a full, rich, enjoyable life have created a whole new market for a wide range of products and services.

More and more advertisers are finding that the best way to influence these trend-setting families is in Holiday.



***There's a rewarding new world for you in* HOLIDAY**

PHILADELPHIA
WIBG RADIO
FIRST BY FAR!
REACHES MORE FAMILIES IN ALL CATEGORIES THAN ANY OTHER PHILADELPHIA STATION . . . CALL KATZ
the **STORER** *station*
backed by 33 years of responsible broadcasting

Gardner Joins Mathieson

Angus Gardner, formerly vp for sales of Rice Barton Corp., Worcester, Mass., has been named vp for marketing of the packaging division, Olin Mathieson Chemical Corp., New York. He succeeds Arthur T. Safford, recently named to the new post of corporate marketing director (AA, May 23).

Boehm Names Selinger

Edward Marshall Boehm Inc., Trenton, N.J., has appointed Gerald F. Selinger Co., Bala-Cynwyd, Pa., for promotion and publicity of its porcelain reproductions.

Terry Macri Joins D-F-S

Terry Macri, formerly with Warwick & Legler, has joined Dancer-Fitzgerald-Sample, New York, as a copywriter.

Maria Carayas Joins Kudner

Maria Carayas, previously with Hilton & Riggio, has been named a radio-tv time buyer at Kudner Agency, New York.

N.Y. Revenue From Exterior Bus Ads Is Low

Legality of Medium, Now in Court Test, May Worry Advertisers

NEW YORK, May 24—The New York transit authority, which last year cheerfully predicted that sale of ad space on bus exteriors would bring about $2,500,000 into the city's coffers, this week laconically reported that net return from the first eight months of operation is $4,963.

The transit authority reported that total revenue from outside ads for the period spanning July 1, 1959, to Feb. 29 this year was $48,763. Costs during the period—for salesmen, placing and removing posters, etc.—was $40,157, leaving a "profit" of $8,576. Against that, however, was an initial capital outlay of $48,202, which is prorated over a ten-year period at $4,820. This left a net for the first nine months of $4,963, the authority said.

According to the transit authority the poor advertiser response to exterior bus ads in New York is attributable to the medium's newness and to "uncertainty" over its legal status in the city.

■ In January (AA, Jan. 25) a suit to ban advertising on the outside of buses which use roads in or near city parks was dismissed by the supreme court here.

The court's decision on the action, brought by the Park Assn. of New York, is currently under appeal. The transit authority said determination of the suit probably will remove advertiser uncertainty about bus advertising.

■ John J. Woods, who handles advertising for the transit authority on a consultant basis, told ADVERTISING AGE that there has also been some advertiser "resistance" to price on outdoor bus ads. Mr. Woods said advertisers have been particularly concerned about the cost of the king-size bus posters (2½x12'). He said the authority is currently in the process of revising costs downward about 20%. Cost of the king-size unit now ranges from $66 to $47.50 per ad, according to frequency and number of buses used.

He added that while the fiscal report covers an eight-month period beginning in July, the transit authority actually didn't begin posting and billing for ads until September, 1959. He said that since the beginning of the current fiscal period, the authority has $127,100 in ad contracts "sold and approved." #

Grove Joins Industrial

Richard C. Grove, formerly co-publisher of *Buyers Purchasing Digest*, has joined the headquarters sales staff in Cleveland of *Material Handling Engineering* and *Material Handling Illustrated*, published by Industrial Publishing Corp., Cleveland.

Karsten Joins Gunnar

John G. Karsten, formerly with Sutherland-Abbott, has joined S. Gunnar Myrbeck & Co., Boston, as marketing director and account supervisor.

You're in . . . in Indiana with the STAR and the NEWS

To win with the ladies . . . teen-agers to grandmas . . . in Central Indiana's $3.8 billion, 45-county market . . . put your advertising in the morning and evening newspaper combination they use for a buying guide.

Local merchants prove the value of this advice. In 1959 the Star and the News carried 80.9% of all Indianapolis Department Store lineage, 73.5% of all other retail advertising.

The Indianapolis Star Morning & Sunday
The Indianapolis News Evening

KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES

Consumer Doesn't Panic So Easily, Says Katona Book

CHICAGO, May 24—"The Powerful Consumer," by George Katona, professor of economics and psychology at the University of Michigan, is a scientific study of consumer psychology, dealing with the public's attitudes, motives, habits and expectations.

Published by McGraw-Hill, the book is a product of work done at the survey research center of the University of Michigan, at which Mr. Katona is director of the economic behavior program.

"Consumer thinking is inherently conservative and sane, and not inclined toward sudden and excessive fluctuations," says Mr. Katona. The public is not in the hands of "unscrupulous manipulators," he adds, because consumers have a fairly sound, if unsophisticated, picture of the workings of the economy, and rumors and unfounded statements do not sway them easily.

Later Mr. Katona notes that "consumers themselves, by understanding what is happening and what they are doing, provide the best hope for a continuous growth of the economy, not interrupted by severe recessions. A better understanding of economic processes by consumers would promote more farsighted behavior and represents therefore an important goal for the near future."

■ Among recent changes in consumer behavior there has been what some analysts have called an income revolution, the book states. "We now have broad middle and upper-middle income groups, rather than masses of poor people and a few very rich ones. Whether or not the proportion and influence of the very rich have diminished, as some believe," Mr. Katona continues, "families now have 'supernumerary incomes.' They are in a position to spend money on things other than necessities."

He attributes to four factors the "substantial discretion of action" of American consumers today:

- The existence of broad groups of consumers with income in excess of what is needed for bare necessities.
- Liquid asset holdings.
- The availability of credit.
- The spending of substantial amounts on durable goods.

■ On the basis of six years of study of changes in consumer attitudes, Mr. Katona concludes: "Changes in consumer attitudes are advance indications of changes in consumer spending on durable goods and make a net contribution to the prediction of such spending after the influence of income has been taken into account."

Of the origin of changes in consumer attitudes, Mr. Katona asserts:

1. Change in expectations is due either to the acquisition of widely transmitted public information or to personal experience.

2. At any given time there will be individuals who are influenced by personal experiences in one direction and those who are influenced in the opposite direction. On the other hand, most commonly, public information is either non-influential or operates in the same direction with very many people.

■ The major difference between prosperous years and recessions, says Mr. Katona, is not to be found in terms of discretionary saving. "It is the extent of discretionary spending by consumers, rather than of savings," he asserts, "which differs greatly between good and bad years; and it is variations in such spending, strongly influenced by changes in attitudes, which may bring forth an upturn or a downturn in the economy."

The American consumer's desire "to acquire more and better things and higher status" represents "the heart of the psychological climate in which prosperity flourishes," the book states.

"Controlling creeping inflation" is a difficult matter, says Mr. Katona—"probably more difficult than averting recessions and unemployment. This is, however, far from tragic because it is hardly correct, as we so often hear, that 'the most important single issue confronting us is inflation'." #

#2

CONVERSATION PIECES FOR PRODUCTION PEOPLE

In the medium of color photographic illustration, nothing surpasses a high quality print for client and agency approval. It is also excellent visual material for color reproduction craftsmen.

However if extensive retouching is unnecessary and provided that the engraver is skilled in today's photographic techniques, sharper and brighter reproduction will be attained by processing from the original transparency.

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

New styles from world's largest manufacturer of children's dresses arrive at fashion show fast . . . delivered by AIR EXPRESS

"Cinderella" is first to market with Air Express

These youngsters are about to model the latest collection of "Cinderella" frocks for the junior set. This debut of new creations by Rosenau Brothers is the "Paris showing" of the children's market. New fashions often must bow at buyers' showings thousands of miles from the Philadelphia factory—just hours after the last stitch was sewn—or lose a big order. That's why Cinderella takes no chances—ships by AIR EXPRESS regularly. Only low-cost AIR EXPRESS assures overnight delivery coast to coast. These advantages could help you, too! Call AIR EXPRESS and be FIRST TO MARKET...FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Saturday night gets a new shake:

"The Roaring 20's"

As you can verify on the chart at the right, Saturday night (unlike the rest of the week) doesn't exactly belong to ABC. So we're giving it a new shake, with a roaring new show. Like we did for Thursday night with "The Untouchables"...like we did for Sunday night with "Maverick"...that's how we're now going to take care of that Saturday night share of audience with "The Roaring 20's"–a big show for a big night. **ABC TELEVISION** abc

AVERAGE AUDIENCE RATINGS*		
	Sun-Fri	Saturday
ABC-TV	**19.0**	15.1
Net Y	15.7	**28.9**
Net Z	15.4	13.5

*Source: Nielsen 24 Market TV Report, for week ending May 8th, 1960, all nights, from 8:00 to 10:30 p.m.

The Editorial Viewpoint . . .

Moving Toward One Ad World

While political tensions in this one world of ours seem again to have reached the breaking point, it is pleasant to report that advertising is gaining stature and importance in every segment of the world in which free enterprise is a way of life.

Hence, ADVERTISING AGE takes pleasure in presenting in this issue, starting on Page 47, a special review of advertising around the world. Not only are American advertisers and American advertising agencies exhibiting a continually growing interest in expanding their activities to foreign countries, but the reverse is also true—more foreign advertisers and more foreign advertising agencies are peacefully "invading" American markets.

At the same time, the use of advertising is growing rapidly throughout those areas of the world in which customer choice and private business still are important; and the general level of competence of foreign advertising, and of practitioners of advertising in Europe, Latin America, Asia, Africa and, of course, Australia and New Zealand, is rapidly approaching that of the U.S. and Canada.

ADVERTISING AGE recognized the importance of this trend many years ago by developing a competent network of reporters and correspondents in major centers throughout the world, and by appointing an editor with primary duties in the international advertising field several years ago.

We cover major developments in advertising around the world regularly each week; the current "special" international section is "special" only in the sense that it attempts to bring readers an over-all picture of world advertising as it stands at the present moment.

We hope you like it.

More on the Matter of Mail Service

William H. Leach of *Church Management*, Cleveland, "the professional journal of the churches," writes to say that our recent editorial comments on deterioration of mail service are appreciated, and to send us a column from his publication's May issue on this same general subject.

"Technologically," says *Church Management*, "this is the age of speed. But when we turn from machinery to the human being, we find that we have lost a lot of our punch. Apart from machines, human production is low. Thirty years ago we allowed eight days for delivery of copies of *Church Management*, by mail, to Portland, Ore. Now we must allow 15 or 20 days. Freight from Buffalo used to be delivered in Cleveland the following day. Now if the shipment is picked up on Friday, you will probably wait until the following Tuesday for delivery, as trucks do not deliver on Saturday . . .

"New hours of labor have given a two-day siesta on each weekend when production stops . . . When you need a plumber, a carpenter or an automobile mechanic, you place the request and then wait.

"Prof. Parkinson may have an answer for this. If there is a law which requires that paper work increase as income goes up, there may be one which requires human ambition to decline as technical knowledge advances. Featherbedding may be an integral part of our economic prosperity.

"All this is an introduction to telling of two recent experiences. The first was the very recent receipt of a letter from a governmental agency which answered our inquiry of September 1958. The second was a visit at 10 p.m. one night to the main post office of a large city. The lights had been dimmed, probably to discourage any callers. One window was open, but it had no attendant. Instead, a printed sign suggested that the client buy stamps from the machine across the corridor and drop the mail into a chute. This we did, hoping that we had guessed correctly the amount of postage a parcel post package should have."

The State of Advertising

Tom Norsworthy, who runs an advertising agency in Dallas, has sent us a copy of a school paper which unconsciously provides a sad commentary on the public relations status of advertising.

The publication is "The ReMarker," produced by the student body of St. Mark's School of Texas, a private school for boys. The April 29 issue contained an interesting and well-written article dealing with the schoolwide speech competition which seems to be an annual feature of the curriculum.

"Since late last October," the paper reported, "the assembly air has been filled with speeches . . . Although this year's speeches were not up to the quality of last year, there were still many interesting speeches . . . *It seemed that about every three days or so somebody gave a speech about the menace of advertisements. Nick Anderson expressed it best and received a high 88 grade.*"

We've added the italics again, but even without them we don't think you will miss the point.

Gladys the beautiful receptionist

—Burt Kaufman, Cahners Publishing Co. Boston office.

". . . and the electric razor account not only cancelled outdoor ads in Cuba but spots adjacent to tv telethons."

What They're Saying . . .

First Liar

John Gilbert, a shareholder, asked how much money Decca Records spent last year on advertising. As was the case at last year's annual meeting, Milton R. Rackmil, president, declined to give a figure, saying it was competitive information. But he said 1959 advertising expenses were "up" from 1958. Mr. Gilbert, not satisfied with Mr. Rackmil's reply, pressed the point, whereupon the Decca head said smilingly: "Ever hear the story that the first liar never stands a chance? If we say we spent $5,000,000, the next company says it spent $9,000,000."

—Wall Street Journal, April 13.

Field for Development

The field of creativity in business is not denied to the man who cannot draw a picture, or write brilliantly, or accumulate $75,000 in cash before he is through high school. Some of the greatest creative work in business is being done by men who can do none of these things. Many of the really top-notch ideas in business come from people who exhibit none of the conventional talents, but come from ordinary guys . . . or perhaps I could better say ordinary guys who have learned to be extraordinary.

—Walter Guild, Guild, Bascom & Bonfigli, speaking on the management program of the San Francisco Junior Chamber of Commerce.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

It might have saved a lot of trouble if the pilot of that reconnaissance plane over Russia had simply identified himself as a sales promotion man for Eastman Kodak trying out some new products.

•

Jerry Lumpe hit two home runs for Kansas City recently in a game against the Yankees, and if this keeps up he may soon find himself back on the big club.

•

"All inquiries will be answered," promises a classified ad directed to copywriters.

It's fair to assume from their silence that some of these blind advertisers are also deaf and dumb.

•

"Proprietary ads disbelieved: Lipscomb."

Mathematically, that includes at least 50%, because all of them manage to contradict the competition completely.

•

In spite of all the testimony before the House post office and civil service committee, the Post Office insists that it still deserves a lot more money for a lot worse service.

•

According to the Food & Drug Administration, Dr. Henry Welch found it impossible to keep his left hand from knowing what his right hand was doing.

•

The Duane Jones case was decided a number of years ago, but current suits charging pirating of agency accounts indicate that his business may be gone but surely is not forgotten.

•

You may get paid $5 for riding in a Volvo, but receiving the honorarium will depend on doing your homework and telling how much you like the car.

•

Now that Fedders is joining the procession and arranging for successful dealers to visit faraway places, it may be said briefly that this should be a hot idea for a very cool product.

•

After reading the story of the way mechanical geniuses solved the problem of affixing Scott paper towel samples to copies of the *Post*, one may well conclude that there will always be an adman, and he'll always need help from the mechanical department.

•

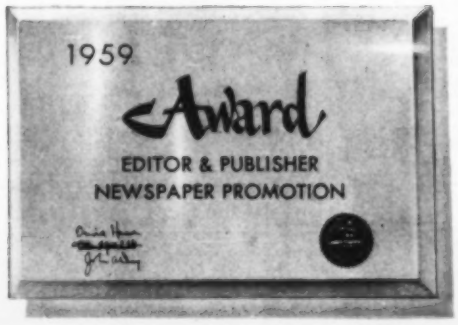
George Gribbin told viewers on *McCall's* "Open End" tv program that even good advertising can't sell poor products, a self-evident fact that seems to have escaped most critics of advertising up to now.

•

Lee Bristol says people are getting awfully tired of dishonesty in all walks of life, including such things as stealing a dime from the phone company.

Maybe a good idea for a new campaign, AT&T?

COPY CUB.



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

CHILTON'S

How Aircraft & Missiles' M-A-P puts you **ON TARGET** for key buyers

To successfully sell the aerospace market you have to know the industry in depth . . . not just on the surface. To help you pinpoint buyers who make final decisions, Aircraft & Missiles magazine offers you a greater service than ever before through M-A-P—a deep and broad *M*arketing *A*ssistance *P*rogram.

Under this program a fully staffed research department and a wealth of timely information are available to you. You will have access to accurate data to assist you in evaluating market developments, trends and potentials. And you will have a vital fund of knowledge and facts kept up to date through Aircraft & Missiles' constant contact with the aerospace field.

Standards of editorial excellence and quality-controlled circulation that have made this business magazine unique are now linked with stronger marketing tools. They will help you put more power into your selling effort and increase the effectiveness of your advertising aimed to reach key buyers. A representative will be glad to give you more information without obligation.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

Aircraft & Missiles, with more than 24,000 qualified circulation, is the applied engineering magazine for the aerospace industries. Its editorial and circulation policies are beamed directly to coordinated purchase-decision teams of design and production engineers and management and procurement executives whose responsibilities include purchase and specification decisions.

AIRCRAFT & MISSILES

901 EAST 8TH AVE.
DENVER 18, COLORADO
ACOMA 2-7539
PROMOTION TIME U.S.A.
PLEASE SEND PARTICULARS
MR. _____ TITLE _____
CITY _____ STATE _____
FIRM _____
ADDRESS _____

PUT SOME KICK IN YOUR
FOOTBALL
PROMOTION
THIS FALL
EXCLUSIVE TERRITORY CONTRACTS NOW BEING SIGNED DURING JUNE AND JULY ONLY FOR —
TOUCHDOWN
For something different and sensational to intrigue the public and gain top results — WRITE NOW — DON'T WAIT.

Point of Sale Field Needs More Training, Research: Palaith

WASHINGTON, May 24—The need for more research and training in the point of sale field was highlighted at the Point-of-Purchase Advertising Institute's national members' meeting by Herbert E. Palaith, director of merchandising of Schlitz Brewing Co., Milwaukee.

He outlined five problems which face buyers of p.o.p. material, and possible means by which Popai could solve them:

1. "I don't know how much point of sale material our company should buy," Mr. Palaith said. "I don't know the point of diminishing returns." He called for documentation that outdoor signs are competitive with other forms of advertising. "It is conceivable that such documentation is impossible, no matter how great the effort," he said. "But what is even more inconceivable is that no group of outdoor sign manufacturers or an association has made any effort to find out."

2. To cut down on the amount of material that is wasted, or inadequately sold, installed or serviced, he suggested Popai develop training material and schools for merchandising men, salesmen and drivers.

3. He also urged establishment of a training school for p.o.p. designers. "Most of you have lost more money—and time—in trying to train art school graduates than establishing a point of sale designing school could possibly cost you," he commented.

4. "Another problem: Too many bright, intelligent point of sale salesmen who know very little about our business," Mr. Palaith said. "Fully one-third of all the callers we get have ideas which, while bright, are impractical in our business. There are not more than ten industries which buy the great bulk of signs. If clinics were held, industry by industry, they could be training grounds for you, your salesmen and your designers."

5. Finally, he called for a central, adequately financed group in the industry to study new p.o.p. ideas—new functions as well as new processing techniques.

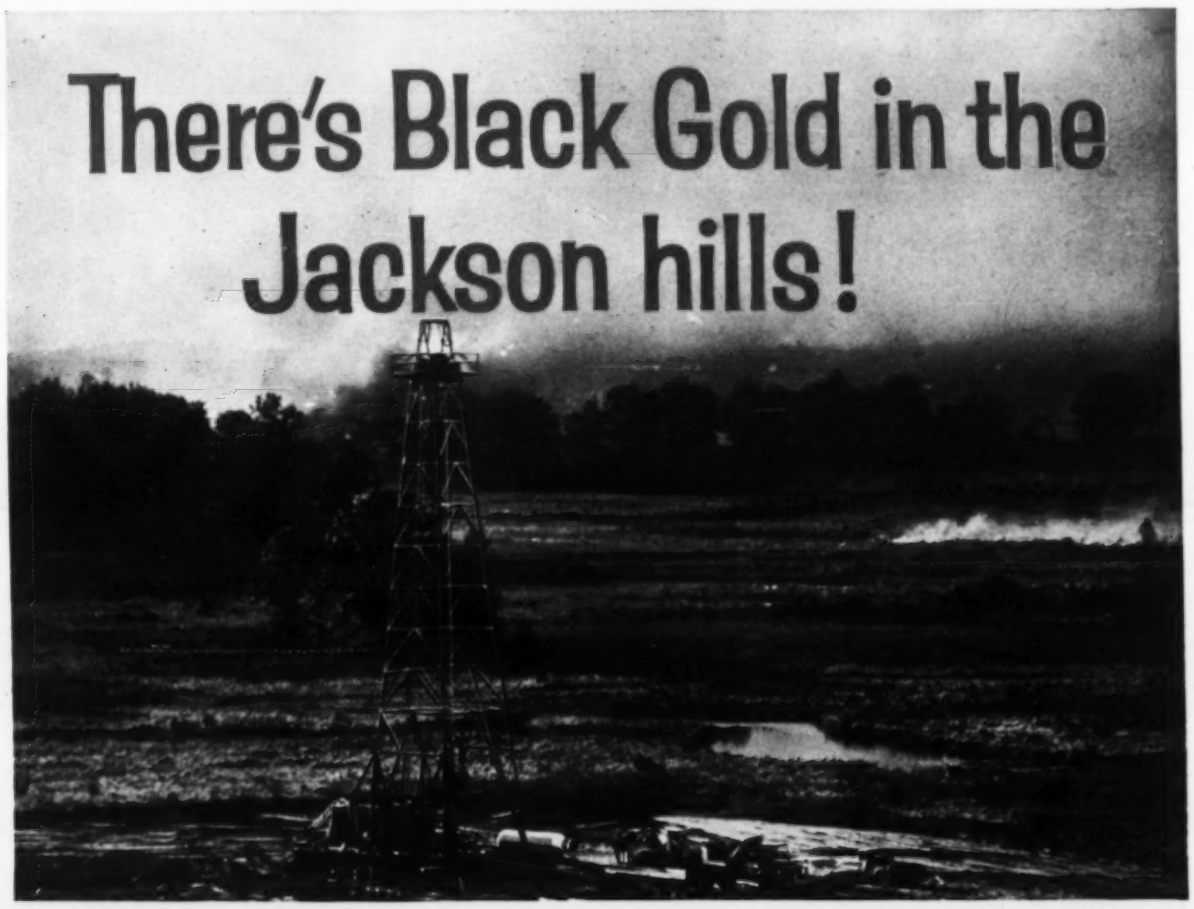
■ Sidney R. Bernstein, editorial director of ADVERTISING AGE and *Advertising Requirements*, advised the p.o.p. producers not to be too defensive about their medium and some of the accusations made against it.

Many advertisers charge that much p.o.p. material is used incorrectly or never used at all, he said. "And of course they are right. But why do they pick on point of sale when this type of waste and inefficiency is an integral part of the whole business of selling and advertising?

"A salesman goes out to call on ten customers and he is mighty lucky if he finds four of them in and willing to talk to him; a page in a magazine is quite exceptional if it gets seen by 40% of the people who profess to read that magazine; a direct mail piece that gets attention from 40% of the people to whom it is sent is a very rare exception; a tv program that gets a 40 rating is a rare program indeed.

"There is no reason why this charge of wastefulness should continue to plague you," Mr. Bernstein said. "It is possible, I think, to make it understood by marketing men and acceptable to them, in the same way that they understand and accept the other kinds of waste which are inherent in so much of the advertising and selling processes."

■ Popai's new officers, elected at the meeting, include O. H. Stark, vp and sales manager, Snyder & Black & Schlegel, White Plains, N. Y., board chairman, and Richard H. Dickson Jr., president, Indiana Wire & Specialty Co., Indianapolis, president. Harry Fenster, president, I. Fenster & Sons, Brooklyn, was elected to his 11th term as Popai treasurer. #



OIL REVENUES IN MARCH TOTALED OVER $1,487,000 IN THE ACTIVE JACKSON, MICHIGAN, MARKET

Jackson County, Michigan, is becoming an important oil-producing area. During the month of March, production reached a new high when 494,886 barrels of oil were pumped from 151 wells.

Where there are oil wells, you will find people with money to spend; people who want and need and will buy the goods and services you sell. The 54,500 persons living and working in Jackson have an effective buying income of $107.7 million.

The most efficient, effective and economical way to reach these consumers is through the pages of the Jackson Citizen Patriot, which is at an all-time high in both evening and Sunday circulation. Over 97% of the readership of the Jackson Citizen Patriot is concentrated in the city and retail trading zones. Call your Booth representative now for complete details on this active, growing, out-state Michigan market.

JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17. MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Chicago's Elite Hotel
overlooking Lake Michigan
on the Gold Coast

LAKE SHORE DRIVE HOTEL

Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.
Donald O. Cronin Manager

181 E. Lake Shore Drive SU 7-8500

NOW
4 MEASUREMENTS
OF NEWSPAPER
LEADERSHIP

THE TEN NEWSPAPERS LISTED AS GREAT*
IN TWO IDENTICAL SURVEYS OF U. S. NEWSPAPER PUBLISHERS
BY EDWARD L. BERNAYS

1952 *Survey of 213 Publishers*	*1960* *Survey of 311 Publishers*
1. New York Times	1. New York Times
2. St. Louis Post-Dispatch	2. St. Louis Post-Dispatch
3. Christian Science Monitor	3. Christian Science Monitor
4. Louisville Courier-Journal	4. The Washington Post
5. Kansas City Star	5. Louisville Courier-Journal
6. New York Herald Tribune	6. Milwaukee Journal
7. Chicago Daily News	7. Kansas City Star
8. The Washington Post	8. Chicago Daily News
9. Baltimore Sun	9. Los Angeles Times
10. Milwaukee Journal	10. New York Herald Tribune

* *Newspapers which best live up to the ideals set forth by Joseph Pulitzer, Adolph Ochs and Thomas Gibson.*

THE 15 "MOST SUPERIOR NEWSPAPERS FOR NEWS COVERAGE, INTEGRITY, AND PUBLIC SERVICE" AS NAMED BY U. S. NEWSPAPER EDITORS IN A SURVEY BY PRACTICAL ENGLISH*

1960
Survey of 335 Editors

1. New York Times
2. Christian Science Monitor
3. Milwaukee Journal
4. St. Louis Post-Dispatch
5. The Washington Post
6. Louisville Courier-Journal
7. Wall Street Journal
8. Atlanta Constitution
9. Chicago Tribune
10. Des Moines Register
11. Kansas City Star
12. Baltimore Sun
13. Miami Herald
14. Chicago Daily News
15. Los Angeles Times

** One of the Scholastic Magazines—a weekly national magazine of English and the Language Arts designed for high school students.*

NEWSPAPERS THAT ARE FIRST IN DAILY CIRCULATION IN EACH OF AMERICA'S TOP TEN MARKETS

March 1955		*March 1960*	
1. New York News	2,094,564	1. New York News	2,003,758
2. Chicago Tribune	907,570	2. Chicago Tribune	867,940
3. Philadelphia Bulletin	712,885	3. Philadelphia Bulletin	707,823
4. Detroit News	456,189	4. Los Angeles Times	523,626
5. Los Angeles Times	431,989	5. Detroit Free Press	482,850
6. St. Louis Post-Dispatch	397,531	6. The Washington Post	401,736
7. Boston Daily Record	393,485	7. St. Louis Post-Dispatch	396,212
8. The Washington Post	380,624	8. Boston Daily Record	355,727
9. Pittsburgh Press	298,803	9. Pittsburgh Press	315,156
10. San Francisco Examiner	233,928	10. San Francisco Examiner	278,978

Publisher's Statements filed with the A.B.C., for the 6-month period ending, March, 1960, subject to audit.

MEDIA RECORDS' TOP TWENTY NEWSPAPERS IN TOTAL ADVERTISING LINAGE

(6 and 7 day newspapers)

1955	*Lines*	*1959*	*Lines*
1. Los Angeles Times	59,788,874	1. Los Angeles Times	78,690,743
2. Milwaukee Journal	54,456,955	2. Miami Herald	60,267,704
3. Chicago Tribune	52,486,090	3. New York Times	60,056,995
4. New York Times	49,537,354	4. Chicago Tribune	56,237,322
5. Miami Herald	48,997,556	5. Milwaukee Journal	55,689,107
6. Cleveland Plain Dealer	46,626,412	6. Cleveland Plain Dealer	47,589,274
7. Washington Star	46,082,505	7. The Washington Post	44,491,452
8. Houston Chronicle	42,679,219	8. Washington Star	44,270,559
9. Baltimore Sun	41,286,137	9. New Orleans Times-Picayune	43,745,555
10. Detroit News	40,783,602	10. Cincinnati Enquirer	42,328,964
11. Philadelphia Inquirer	39,244,247	11. St. Louis Post-Dispatch	41,624,610
12. Minneapolis Star & Tribune	39,049,137	12. Houston Chronicle	41,569,592
13. New Orleans Times-Picayune	38,737,960	13. Minneapolis Star & Tribune	41,341,343
14. St. Louis Post-Dispatch	38,578,947	14. Baltimore Sun	41,006,362
15. Dallas Times-Herald	38,277,889	15. Detroit News	40,395,532
16. Akron Beacon-Journal	37,726,020	16. Akron Beacon-Journal	39,754,666
17. Cincinnati Enquirer	37,542,828	17. Phoenix Republic	39,551,328
18. The Washington Post	37,352,054	18. Philadelphia Inquirer	39,524,086
19. New York News	36,328,360	19. Atlanta Journal & Constitution	39,078,285
20. Atlanta Journal & Constitution	35,532,877	20. New York News	39,058,747

Irving Hexter, 62, Industrial Publishing President, Is Dead

CLEVELAND, May 24—Irving B. Hexter, 62, a founder and president of Industrial Publishing Corp., died May 22 at Mt. Sinai Hospital of a heart ailment.

With his wife, Eva Hexter, Mr. Hexter founded Industrial Publishing in 1930 with *Industry & Welding* (now *Welding Design & Fabrication*). Today IPC has nine highly specialized business publications and four directories, which carried nearly $5,000,000 in advertising in 1959.

Mr. Hexter, who regarded industrial publishing as "the greatest business in the world," became a publisher almost by accident. He and his brother liquidated a dress business in 1924. His brother moved into banking, and Irving and Eva went into the greeting card business.

Irving B. Hexter

When the greeting card business went to the wall, the Hexters edged into business paper publishing. They rented "a tiny office," borrowed $1,200 and "lived on it for six months, while we just about managed to get enough business to pay the paper and printing bills on *Industry & Welding*," Mr. Hexter recalled last year in an interview with ADVERTISING AGE (AA, July 6, '59). "It was not until 1935 that the paper came out of the red."

After that the publications came along rapidly—always splitting off a concentrated area from a broader field of service. *Occupational Hazards* bowed in 1936; *Die Casting Magazine* (now *Precision Metal Molding*) was launched in 1943; *The Refrigeration & Air Conditioning Business* in 1944; *Flow* (now *Material Handling Engineering*) in 1945, and *Applied Hydraulics & Pneumatics* in 1948.

■ Others in the IPC stable include *Material Handling Illustrated, Welding Design & Fabrication, Modern Office Procedures, Power Transmission Design* and several related yearbooks.

On June 15, 1954, the Hexters sold Industrial Publishing to Telenews Corp., an organization which then owned some theaters and Hearst Metro-Tone News. But the picture subsidiary has since been spun off, and Industrial Publishing is a separate business. Mr. Hexter operated under a management contract.

He was a staunch advocate of specialization. "What we need are more specialized publications, designed to meet the specific needs of clearly defined industrial segments," he said, "not general publications which are of marginal or fringe interest to the fellow who has a specific job to do in industry, or a highly specialized process to worry about.

"The basic books—the highly specialized functional publications—are 'on the payroll' of the advertisers in their fields, because they reach the buying factors in those fields most directly," he said. "Barring a real business catastrophe, my feeling is that nobody is going to take them off. If business gets tough, it seems to me that some of the less concentrated publications, whose attention to a particular field is sort of marginal, will lose the business first."

■ Mr. Hexter died in the hospital in which he and his wife established the Eva and Irving Hexter cardiopulmonary laboratory for research in heart and lung diseases in 1952. In 1957 he received the gold heart award of the American Heart Assn. "for his steadfast loyalty and dedicated service to the heart cause."

HENRY K. CLARK

CHICAGO, May 24—Henry K. Clark, 84, a newspaper advertising representative here for more than 40 years, died May 21 in Community Memorial Hospital in nearby La Grange.

Mr. Clark retired in 1952 after being active with Cresmer & Woodward since 1946, when the company represented the *New York Sun*. He was associated with the Frank A. Munsey Publishing Co., publisher of the *Sun*, from about 1910 to 1946, serving as western advertising director of the paper from 1922.

He had been president of the Western Advertising Golf Assn. and the Off-the-Street Club, operated by the Chicago Federated Advertising Club.

RAYMOND K. MORBECK

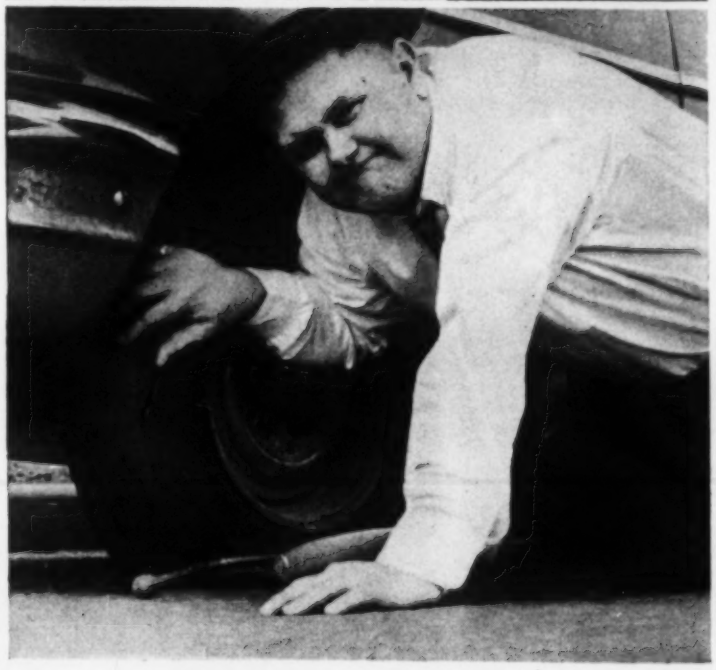
CHICAGO, May 24—Raymond K. Morbeck, 50, assistant advertising manager of Armstrong Paint & Varnish Works for the past 21 years, died May 21.

Mr. Morbeck began his advertising career with Butler Bros., a Chicago wholesale company, about 1932. He was employed by Walgreen Co., retail drug chain, for two years before joining Armstrong in 1939.

FRED M. KNIGHT

BOSTON, May 24—Fred M. Knight, 54, a former agency man and pub-

These people are "Ready-to-Buy"



Now! Sell them with a new kind of national advertising— National Yellow Pages Service!

At the moment they're deciding to buy your product or service, the "Ready-to-Buys" are your most valuable prospects. Survey after survey proves that nine out of ten people turn to the Yellow Pages... and they use them when they are "Ready-to-Buy." What better way to reach your best prospects with your selling message! Now you can do just that – with National Yellow Pages Service, *the national service you can tailor to your local markets.*

℞

Selling Pharmaceuticals?

Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

lic relations director of Northeast Airlines, died of a heart attack at his office yesterday at Logan International Airport.

Mr. Knight had been a newspaper man with the *Lynn Item, Providence Journal* and *Boston Herald-Traveler*. In 1943 he joined Chambers & Wiswell advertising (now Chambers, Wiswell, Shattuck, Clifford & McMillan) and also handled public relations for Northeast Airlines. He became public relations director of the airline three years ago.

ALEXANDER BINNIE

MONTREAL, May 24—Alexander J. Binnie, 79, former advertising manager of the *Montreal Star*, died May 19 after a long illness. Mr. Binnie retired in 1949 after 40 years in the advertising departments of the *Star, Family Herald* and *Weekly Star*.

LINDSAY MACHARRIE

SARANAC LAKE, N. Y., May 24—Lindsay Macharrie, 59, former head of programming at the American Broadcasting Co., died here Saturday at the St. Regis Hotel.

Mr. Macharrie, who was with ABC prior to World War II, produced and directed "We, the People" on radio, and later on tv, while at Young & Rubicam from 1945 to 1950.

He also had supervised radio and tv programs for Calkins & Holden (now Fletcher Richards, Calkins & Holden) and Benton & Bowles. He had directed such radio shows as "Myrt & Marge," "Young Doctor Malone" and "Lincoln Highway" and he was creator and producer of "City Desk."

He had acted in motion pictures and had been a technical director for Paramount Pictures, as well as a founder of the American Federation of Television & Radio Artists.

ALBERT E. WHITING

MONTREAL, May 24—Albert Edgar Whiting, 69, former vp and general manager of the defunct *Montreal Herald*, died in Boston May 16.

A native of Winnipeg, he served overseas with the Canadian army in World War I and upon his return, entered the newspaper promotion field in which he was active until he joined the *Montreal Star* as assistant circulation manager. Later he became circulation manager of the *Star*, the *Family Herald* and the *Standard*, all owned by the Star Publishing Co.

In 1944 he transferred to the *Montreal Herald*, also owned by the same company, until he retired on June 30, 1958. In October of the same year, the *Herald* ceased publication.

GEORGE KILPATRICK

FREDERICK, PA., May 24—George E. Kilpatrick Sr., 83, former retail manager of the old *Public Ledger* for 25 years, died May 15 at the Mennonite Home for the Aged here. Mr. Kilpatrick also worked on the advertising staffs of the old *Press*, the *Morning Telegraph* and the *North American*. He retired in 1955 as a solicitor for the *Wilmington Star*.

HARRY E. GOULD

CHICAGO, May 24—Harry E. Gould, 68, a printing company executive for the past 30 years, died May 21 in his home in suburban Glencoe, Ill.

Mr. Gould was chairman of the board of Printcraft Inc. and Scripblank Inc., Chicago, both of which he founded about 30 years ago. He had been semi-retired during the last two years.

MacManus, John Adds Two

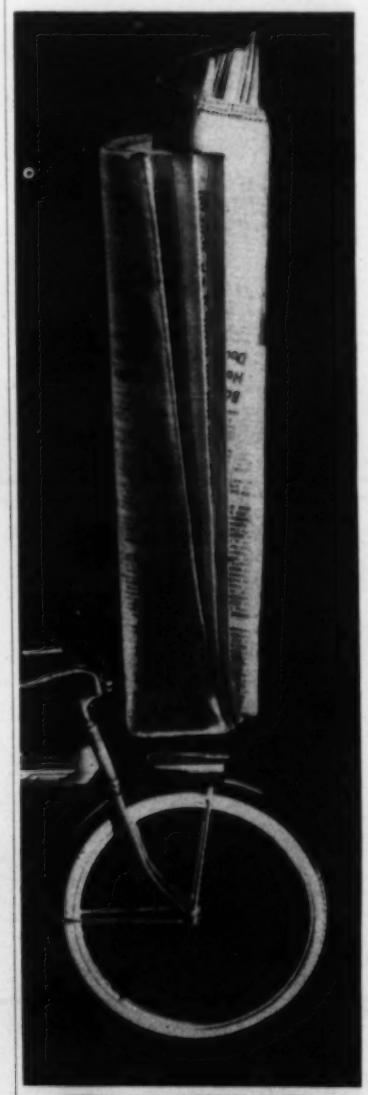
Donald F. Kiel has joined MacManus, John & Adams, Bloomfield Hills, Mich., as director of research and Duff H. Baldwin has joined the same agency as associate marketing supervisor. Mr. Kiel previously was an instructor and analyst at Michigan State University; Mr. Baldwin had operated his own agency in Cleveland for the past six years.

Vital! National Yellow Pages Service will complement all your advertising, make your advertising *complete!* Your national advertising message delivered locally in the Yellow Pages is your last chance, your *best* chance to sell prospects on your product (or keep them from switching to another) before they buy!

Flexible! Fits any geographic marketing pattern, method of distribution, advertising budget! Over 4,000 Yellow Pages directories . . . over 60 million combined circulation to pinpoint your precise market whether national, regional or a selected area. A wide range of ad sizes *in any combination* to meet your competitive needs in individual markets.

Convenient! One contact, one contract, one monthly bill – regardless of how many directories you advertise in! And like other national media, National Yellow Pages Service is subject to advertising agency commission.

Call your National Yellow Pages Service representative at your Bell telephone business office for full details on how NYPS can work for you.



83%
HOME DELIVERED

. . . and wheeled to the doorsteps of your best potential customers—loyal metropolitan-area readers of The Detroit Times who are influenced daily by its advertising messages. And a resounding 234,333 Detroiters in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper*). Be assured . . . the Times will deliver enviable sales results.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

Quad-City newspapers serve 279,200 people daily. Use the **Dispatch** and **Argus** to sell the **159,200** Quad-Citians who live on the Illinois side.

56% live on the Illinois side.

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST MARKET IN ILLINOIS-IOWA

STARS—*Nan Hallam, receptionist of Cargill, Wilson & Acree, Richmond, puts the last star in a polished aluminum map installed on the three-story brick wall of building. The stars represent the 60 members of the Affiliated Advertising Agencies Network. Stars outside the U.S. represent affiliates in Canada and other nations. Cargill offices are represented by red stars.*

RAB Sets Plan to Increase Income, Expand Services

NEW YORK, May 24—The board of the Radio Advertising Bureau has approved a five-year plan to double its income and greatly expand its services to members.

The plan calls for an annual operating budget of $2,200,000 by 1965—or twice the figure RAB now gets from member dues and supplementary services. During the five-year period the bureau hopes to increase its membership from the present figure of 1,200 to 1,900.

■ Kevin B. Sweeney, RAB president, told the board that the increased budget would help the bureau finance the kind of supplementary services that had proved helpful to a limited number of members in the past. These, he explained, are the types of services that are not necessarily needed by every member, but are of value to enough members to justify making them available on request at out-of-pocket cost.

Mr. Sweeney said a new department—the RAB development department—is being set up to seek out the services members need most urgently. Present regular services also are being expanded, he added. #

13 Clients to Enyart & Rose

Enyart & Rose Advertising, Los Angeles, has added 13 accounts in the past 30 days: Acme Spring Co., Alliance Plumbing Co., Artistic Brass, Consolidated Imports, Hamilton Electro Sales, Ken's Electric Co., Marine Dynamics Corp., Packaging Corp. of America, Parabram, Sawyer Industries, Slocum-Mayflower Van Lines, Invar Electronics Corp. and Roham Laboratories. The agency anticipates billings of $2,000,000 in 1960.

KSIX Starts in Salt Lake

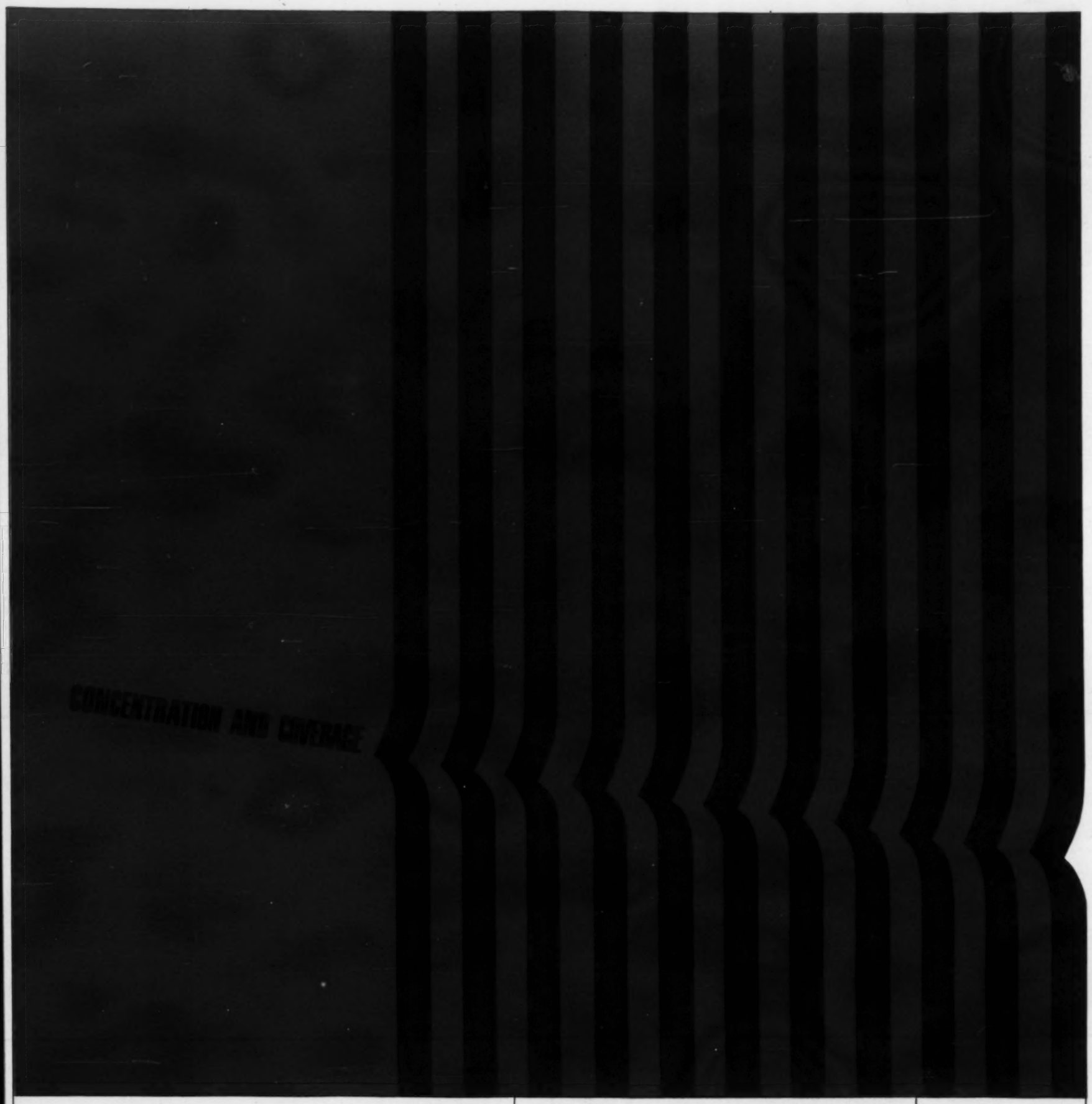
A new radio station, KSIX, operating from 4 a.m. to sunset, has gone on the air in Salt Lake City. Owner is W. P. Fuller III. Bart Tolleson, formerly at KMUR, Murray, Utah, and KURL, Billings, Mont., is news director, and George Norman, general manager.

"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON shows up on your marketing map as a "Dynamic Circle" that takes in a 68-county, 4-states-wide concentration of industrial might and bulging payrolls in the heart of the great Ohio Valley. Here, in over 440,000 TV homes, you find more than 2 million industrious people with $4 billion to spend annually. WSAZ-TV is the *only* single medium that covers this market. For WSAZ-TV's power and programming *created* the market. The people at the Katz Agency would welcome a chance to show you a lot *more* good reasons why Huntington-Charleston and WSAZ-TV belong high up on your must-buy list.

WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years



CONCENTRATION IN TOP APPAREL SALES COUNTIES

TIME, The Weekly Newsmagazine 59.3%
Holiday 56.3%
Life 55.4%
Sports Illustrated 52.9%
U. S. News & World Report 51.9%
Newsweek 50.4%
Reader's Digest 50.2%
Look 46.7%
Better Homes & Gardens 45.3%
Saturday Evening Post 44.4%

All percentages computed from these sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

TIME is made to your measure . . . it's read where people dress well, live well, do well. Fact: in the 100 U. S. counties that lead the rest in retail apparel store sales, TIME concentrates a greater percentage of its circulation than does any other magazine of a half million or more circulation. Conclusion: TIME delivers concentration and coverage where it counts.

THAT'S TIME

iP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

Singer Buys Fidelity Machine; 1st Quarter Sales Rise 5%

Singer Mfg. Co., New York, has purchased for cash the Fidelity Machine Co., Philadelphia, which claims to be the second largest manufacturer of knitting machinery used in the production of women's hosiery. This is Singer's second diversification move. In 1958, it acquired Haller, Raymond & Brown (now HRB-Singer Inc.), State College, Pa., research and development company specializing in infra-red reconnaissance systems and communications.

In explaining Singer's diversification program, at its annual meeting May 18, the company said it is looking for (1) new products outside the sewing machine field which can be handled profitably by its present organizations, and (2) the acquisition of existing business "compatible with our principal activities," preferably for cash. The company also announced its first quarter earnings were up 12% over the previous comparable period, with consolidated sales rising 5% to $124,000,000.

Gamble-Skogmo Slates R.O.P. Color Push in Dailies

Gamble-Skogmo Inc. is making its first use of r.o.p. color pages in Sunday newspapers to promote selected items from the "100 best buys" being pushed in its 100th anniversary year (the company actually is only 35 years old). The program began in Des Moines last month, and the company currently is running color ads in the *Minneapolis Sunday Tribune*. A similar push will run later in the *Denver Post*.

Agency Heads Value Public Service Image of Stations: Hurleigh

WASHINGTON, May 24—Robert Hurleigh, president of Mutual Broadcasting System, reported last week that the "atmosphere and background" in which a commercial message is delivered is becoming a dominant factor in radio time buys.

He told the Advertising Club of Washington that a survey of advertising agency chairmen recently completed by his network shows the overwhelming majority are interested in stations that achieve a good community "image" as a result of their identification with public service.

He explained that Mutual's programming is planned to enable its affiliates to achieve the kind of well-rounded public service programming that they cannot obtain without network affiliation.

■ The network's decision to emphasize news, special events, special interest and service programming was based on many factors, he said. One of the most important was that a nation which had put 25,000,000 people in uniform and sent them throughout the world must be keenly interested in worldwide and national developments in addition to the news of its own neighborhood.

Mutual's survey went to 103 agency chairmen, he reported. Each was asked to answer six questions, but did not have to sign their names. "We wanted to give them complete anonymity," Mr. Hurleigh said, "so they could answer as they personally felt, without fear of reprisals or recriminations from their own clients."

Answers from 81 were received, and will soon be distributed in a memo to Mutual affiliates.

■ Many respondents emphasized they believed the station's role, both to the community of listeners and to the advertisers using the facility, lay in service to that community, Mr. Hurleigh said. Typical comments included, he said: "Create an image 180 degrees opposite to the juke-box concept"; "Give service to the community—honest service—good music, meaningful news reports not interspersed with too many cheap commercials"; "A friendly, aggressive station doing a distinctive job."

Emphasis was on "provocative, not bland, programming," he said. "Among the most revealing answers," Mr. Hurleigh told the advertising club, were those in response to the question: Does a station's community image have any bearing on advertising messages?

"The answers were all an emphatic yes. One spelled it out this way: 'The believability of the commercial is enhanced by the surroundings'." #

American Pulley to Tyson

American Pulley Co., a division of Van Norman Industries, Philadelphia, has named O. S. Tyson & Co., New York, to handle its advertising, sales promotion and publicity. Beaumont, Heller & Sperling, Reading, Pa., is the previous agency of record.

McGraw-Hill Names Taylor

Tom Taylor, formerly district sales manager of *Food Engineering*, published by McGraw-Hill Publishing Co., New York, has been named assistant to the district manager of McGraw-Hill's Ohio district office in Cleveland, effective June 1.

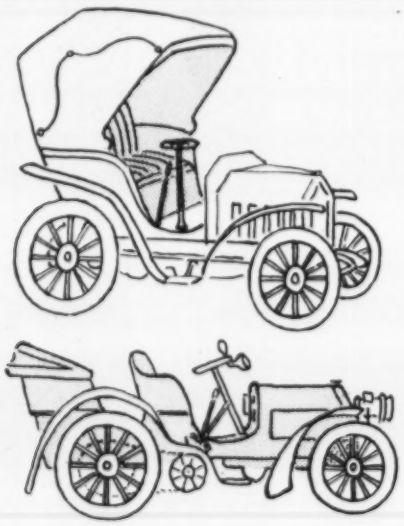
Fred Niles Productions

dishes up appetizing TV commercials for

Durkee's Instant Onions
Swift Brown 'n Serve Sausages
Aunt Jemima Corn Bread
Holsum Bread
Pillsbury Instant Potatoes
Quaker Oats Cereals

To make your accounts the goingest items on the dealers' shelves, produce your TV spots with . . .

FRED NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.



AT THE TURN OF THE CENTURY

P&A has provided

outstanding service to advertisers and advertising agencies since the turn of the century.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732
ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS
THERMOSETTING MAT PATTERNS AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

CALLED

Recommended... specified... approved... requisitioned. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than 80 buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your product. Your Sweet's District Manager will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 West 40th St., New York, N. Y.

SERVICE
IS MORE THAN JUST A WORD
AT **LAKE SHORE** ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

Coming Conventions

*Indicates first listing in this column.

June 1-2. Assn. of National Advertisers, workshop on advertising administration and financial control, Westchester-Biltmore, New York.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-14. New England Newspaper Advertising Executives Assn., summer meeting, Griswold Hotel & Country Club, Groton, Conn.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

*Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

*Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

*Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

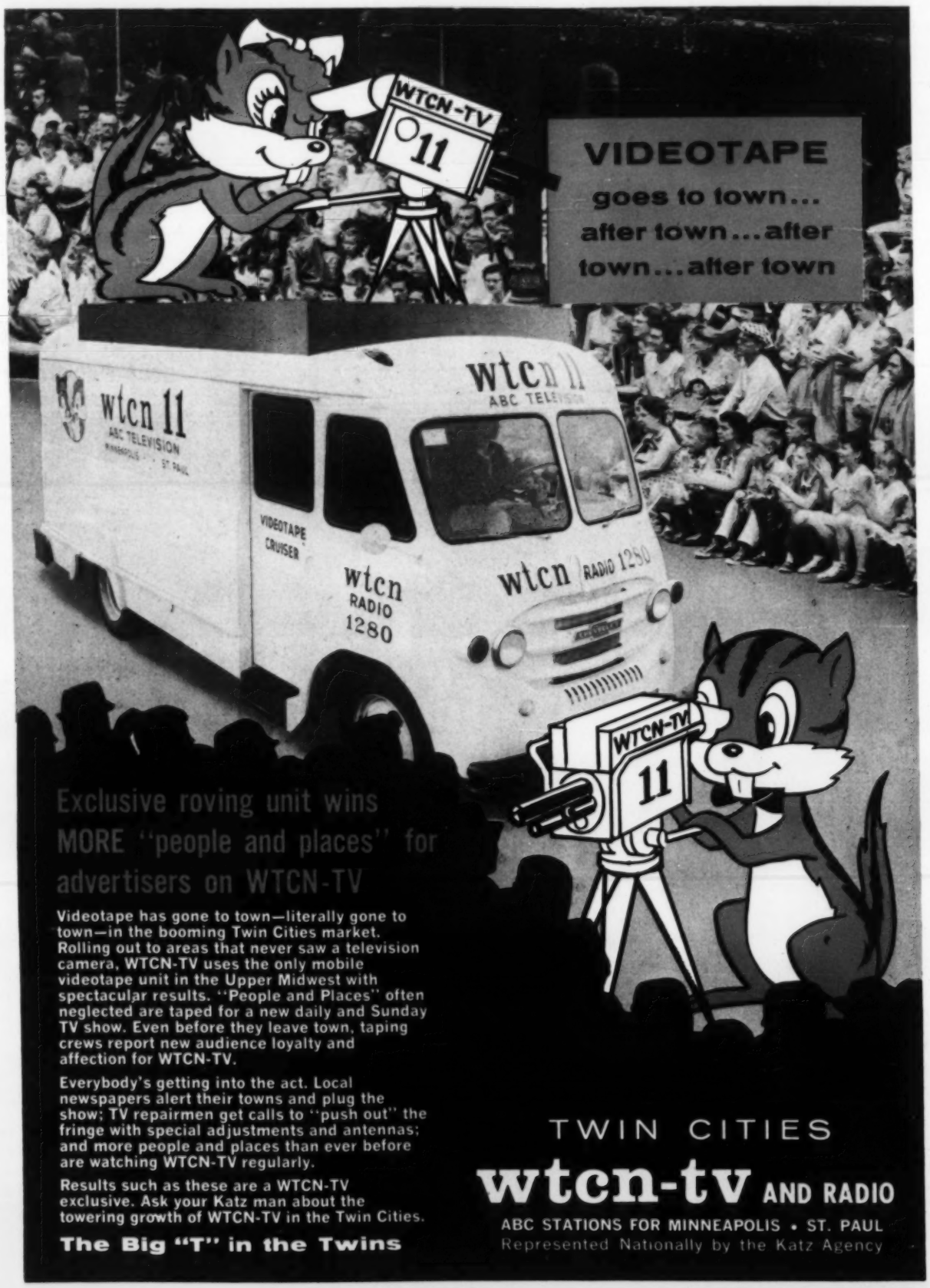
Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

New Kentucky Sales Tax to Affect Trade Stamp Goods

Merchandise redeemed with trading stamps will be affected, along with many other products, by Kentucky's new 3% sales tax, which will become effective July 1. This means that consumers may have to lay out some cash along with the trading stamps when they redeem the stamps. The tax will be computed on the cash value of the merchandise being redeemed.

'Modern Purchasing' Ups Rates

Modern Purchasing, Toronto, a Maclean-Hunter publication, has raised its advertising rates, effective with the July, 1960, issue. The b&w page, one-time rate, has increased from $230 to $260.


WTCN-TV
11
VIDEOTAPE
goes to town...
after town...after
town...after town
wtcn 11
ABC TELEVISION
MINNEAPOLIS ST. PAUL
VIDEOTAPE CRUISER
wtcn
RADIO
1280
wtcn RADIO 1280
WTCN-TV
11
Exclusive roving unit wins MORE "people and places" for advertisers on WTCN-TV
Videotape has gone to town—literally gone to town—in the booming Twin Cities market. Rolling out to areas that never saw a television camera, WTCN-TV uses the only mobile videotape unit in the Upper Midwest with spectacular results. "People and Places" often neglected are taped for a new daily and Sunday TV show. Even before they leave town, taping crews report new audience loyalty and affection for WTCN-TV.
Everybody's getting into the act. Local newspapers alert their towns and plug the show; TV repairmen get calls to "push out" the fringe with special adjustments and antennas; and more people and places than ever before are watching WTCN-TV regularly.
Results such as these are a WTCN-TV exclusive. Ask your Katz man about the towering growth of WTCN-TV in the Twin Cities.
The Big "T" in the Twins
TWIN CITIES
wtcn-tv AND RADIO
ABC STATIONS FOR MINNEAPOLIS • ST. PAUL
Represented Nationally by the Katz Agency

They Step Out

Mirror readers can afford to enjoy themselves. They are the cream of the mass market in New York. That's why among New York's seven dailies, the Mirror is first in hotel, restaurant and night-club advertising.

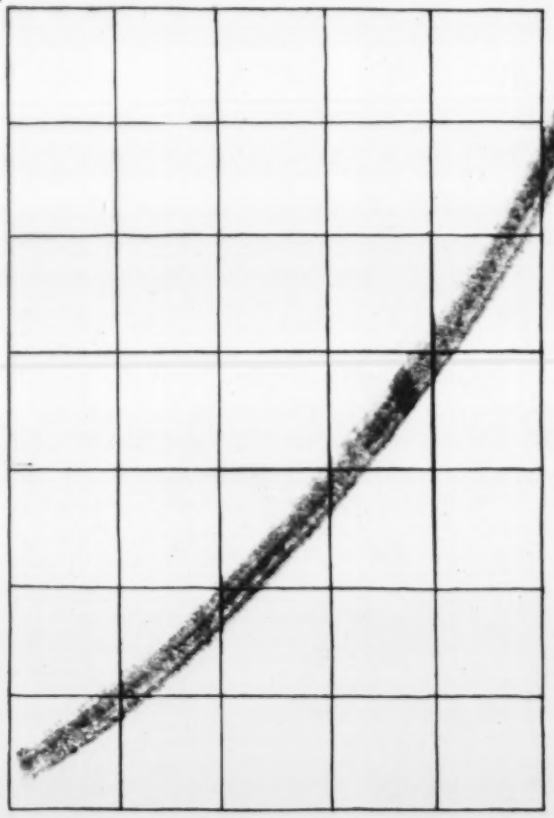
Make The Mirror a MUST!

going up, up, up!

In circulation, as well as in sales-packing influence, **THE MIAMI HERALD** is South Florida's "Best Seller."

SOUTH FLORIDA* is definitely a **NEWSPAPER MARKET** and **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.** Try it and see!

**America's 12th largest retail market—*
$2½ billion annual sales



NEW CIRCULATION HIGH!

NOW 321,461 . . . . . daily*
383,206 . . . Sunday*

A gain in one year of 8,882 daily and 6,669 Sunday.

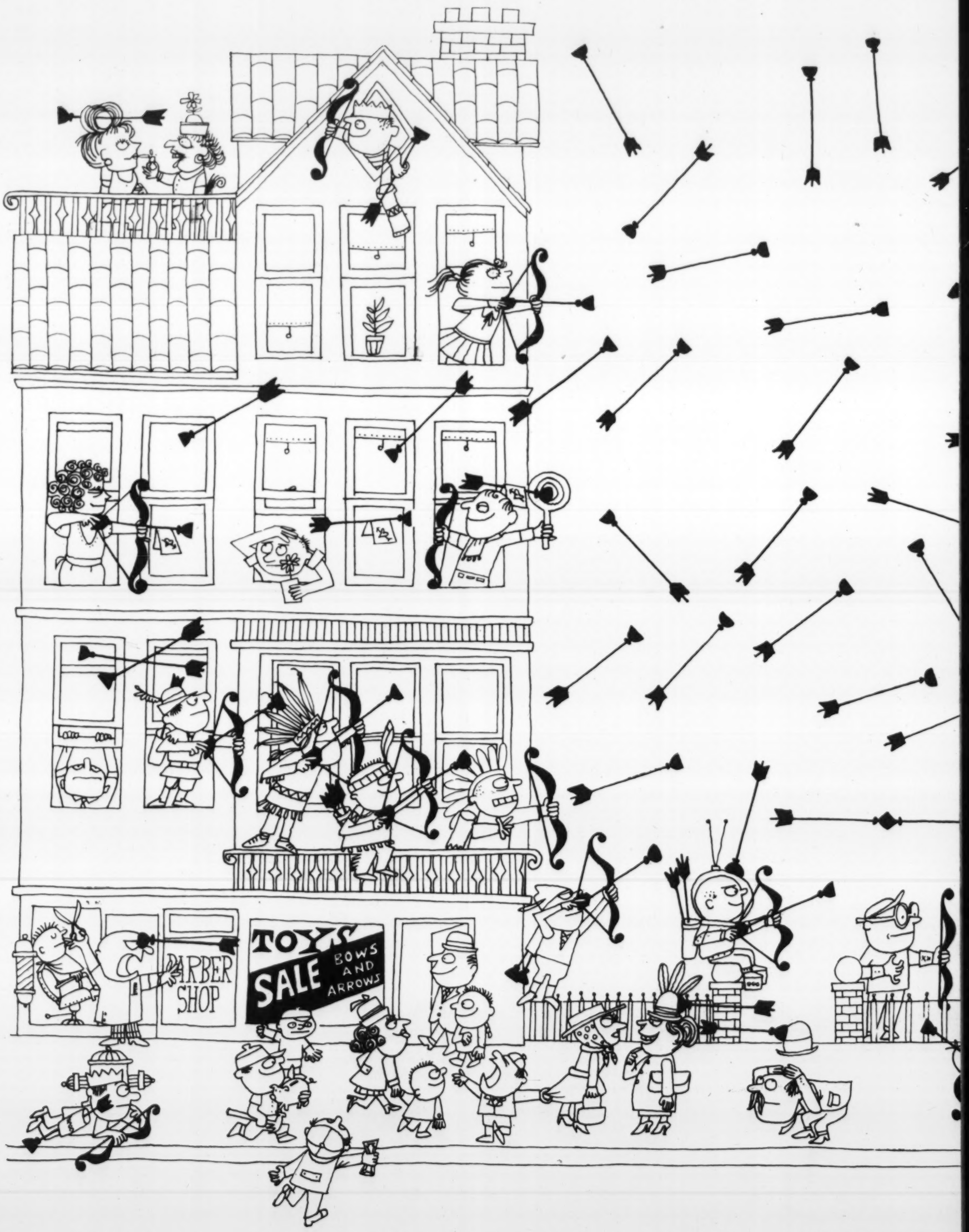
A 5-year gain of 66,404 daily and 82,284 Sunday.

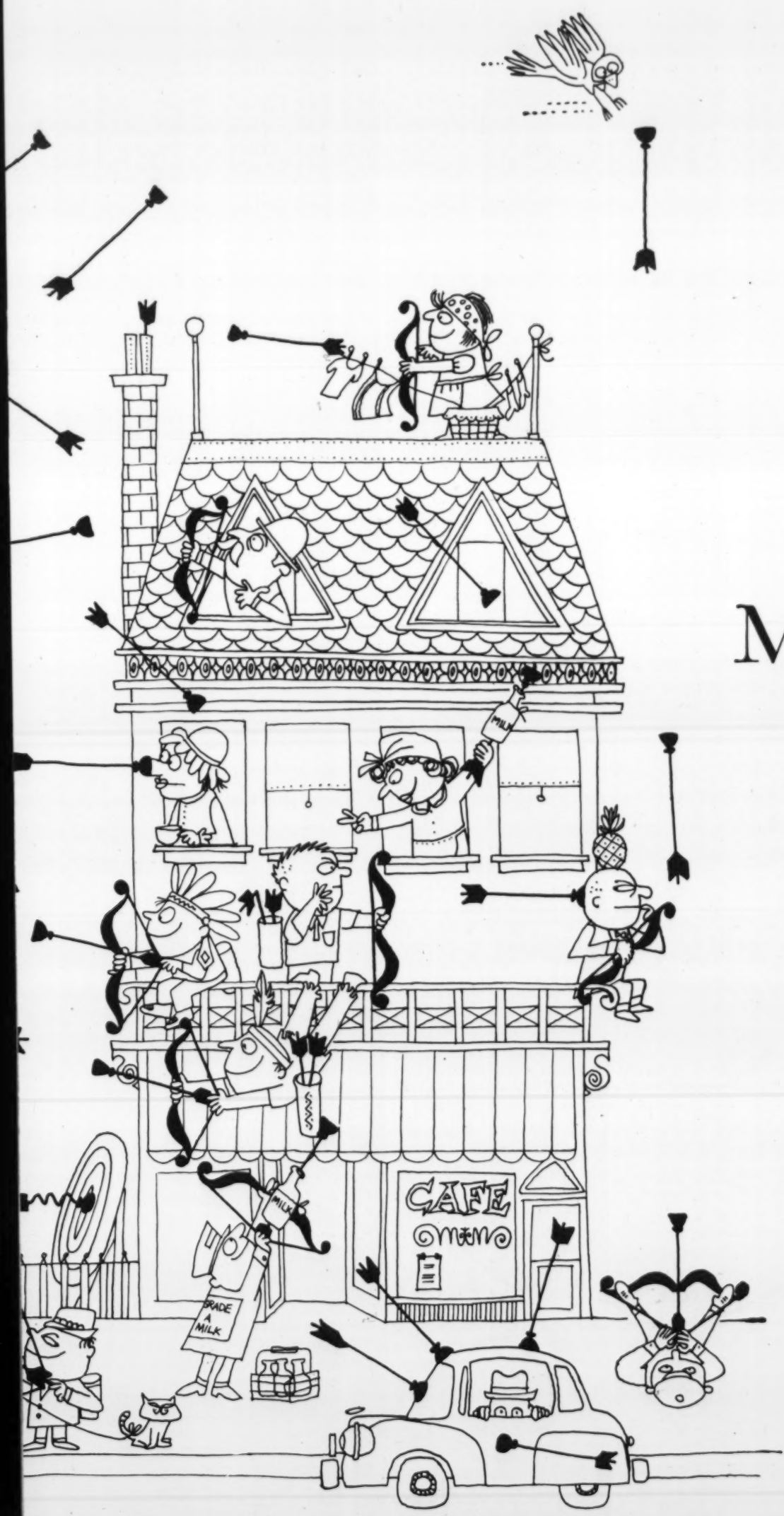
**ABC Publisher's statement for 6 month period ending March 31, 1960*

Get free copy of brand-new study of **MIAMI / SOUTH FLORIDA MARKET** . . . just published by Story, Brooks & Finley, Inc. National Representatives. Yours on request.

The Miami Herald

2nd IN THE NATION IN VOLUME OF NEWS, EDITORIAL AND FEATURES


BARBER SHOP
TOYS
SALE
BOWS AND ARROWS



Media's Law:

To a seller of bows and arrows the pulling power of an advertising medium is equal to the number of bows and arrows sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Thomson Joins Cullom

Herbert F. Thomson has joined Cullom & Ghertner Co., Nashville, as vp and head of the company's new creative print division.

St. Anthony MESSENGER

Tap this source of big business. Advertise every month.

AUGUST ISSUE CLOSES June 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

TINGLE—*In a $1,000,000-plus campaign to reach the younger segment of the beer market, G. Heileman Brewing Co., LaCrosse, Wis., is using the "Love that Old Style tingle!" theme for Old Style beer in outdoor, radio and television spots in Illinois, Wisconsin, Michigan, Minnesota, Iowa, Nebraska, Indiana, North and South Dakota. McCann-Erickson, Chicago, is the agency.*

Network TV Gross Time Billings

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

	March			January-March		
	1959	1960	% Change	1959	1960	% Change
ABC	$11,565,031	$13,487,460	+16.6	$ 32,236,569	$ 39,424,580	+22.3
CBS	23,265,395	24,013,247	+ 3.2	66,200,863	70,467,776	+ 6.4
NBC	20,728,315	21,045,610	+ 1.5	58,081,996	61,950,219	+ 6.7
Total	$55,558,741	$58,546,317	+ 5.4	$156,519,428	$171,842,575	+ 9.8

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February*	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,013,247	21,045,610	58,546,317

*February 1960 figures revised as of 5/6/60

Parts of the Day

	March			January-March		
	1959	1960	% Change	1959	1960	% Change
Daytime	$18,392,444	$18,049,690	— 1.9	$ 53,325,550	$ 52,038,304	— 2.4
Mon-Fri.	15,618,204	15,178,972	— 2.8	44,903,974	42,153,873	— 6.1
Sat.-Sun.	2,774,240	2,870,718	+ 3.5	8,421,576	9,884,431	+17.4
Nighttime	37,166,297	40,496,627	+ 9.0	103,193,878	119,804,271	+16.1
Total	$55,558,741	$58,546,317	+ 5.4	$156,519,428	$171,842,575	+ 9.8

Benton & Bowles Undecided About Crest Spot TV Plans

Benton & Bowles, New York, which introduced the two-minute network tv commercial for Crest dentifrice some time ago, has not decided whether it will go ahead with plans for a two-minute spot tv schedule. Sources within the agency indicate that it received a "good reaction" to its queries to stations and representatives on clearances.

Most stations—except those with regulations or dispositions against a two-minute spot—indicated that they would be willing to provide clearances for the unidentified P&G products. However, many stations pointed out that there were relatively few periods that could accommodate a 120-second spot. If, as some reps believe, nighttime is preferred, the spots would have to be fitted into a syndication participating vehicle or a late movie in most cases. Among the rates quoted for such a spot: The five-minute rate, and 150%, 175% and 200% of the one-minute rate.

Rambler Names Findlater

Richard P. Findlater, who has been in the merchandising and media departments of Ross Roy for the past six years, has been appointed assistant to Rambler advertising manager E. B. Brogan by American Motors Corp.

Boost Your Sales Throughout All Kansas

GET YOUR POINT ACROSS VIA

WIBW

• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors

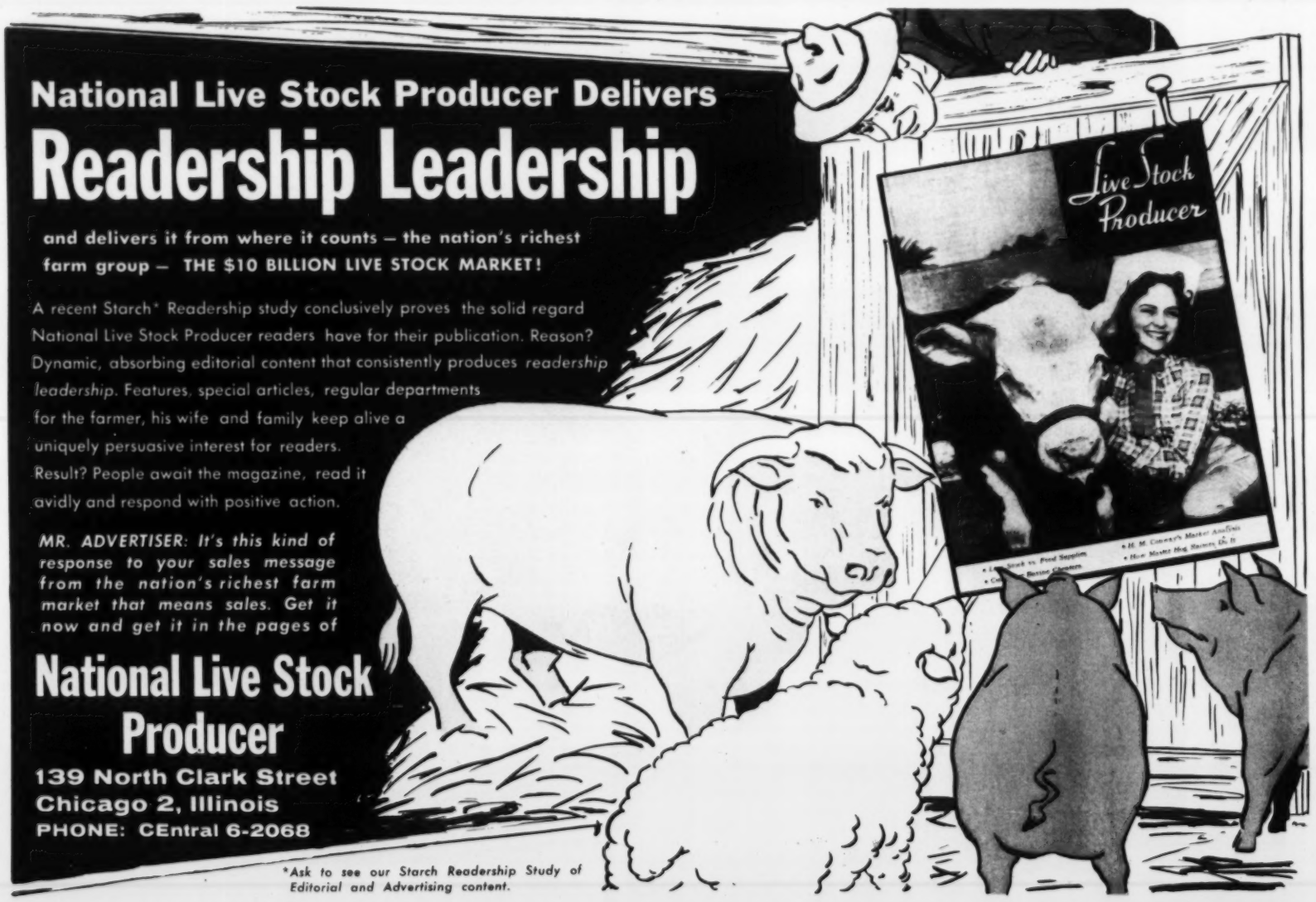
All Kansas every day, all day—listens to, relies on and trusts

WIBW—*The Voice of Kansas*
Topeka, Kansas

Number One, 27 County—Pulse. Number One in Kansas—Nielsen.

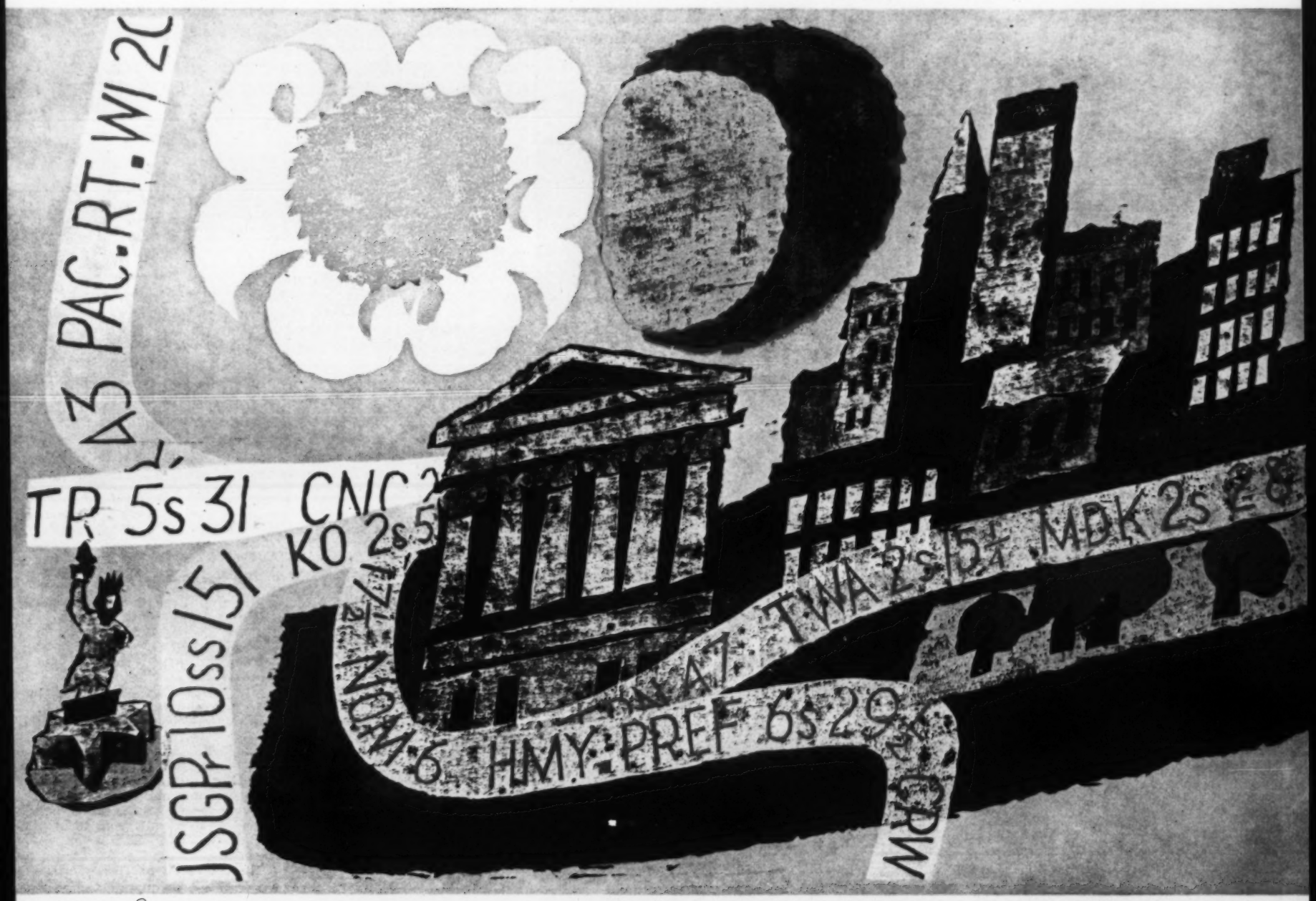
580 Kc CBS 5,000 Watts

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.


National Live Stock Producer Delivers
Readership Leadership
and delivers it from where it counts – the nation's richest farm group – THE $10 BILLION LIVE STOCK MARKET!
A recent Starch* Readership study conclusively proves the solid regard National Live Stock Producer readers have for their publication. Reason? Dynamic, absorbing editorial content that consistently produces readership leadership. Features, special articles, regular departments for the farmer, his wife and family keep alive a uniquely persuasive interest for readers. Result? People await the magazine, read it avidly and respond with positive action.
MR. ADVERTISER: It's this kind of response to your sales message from the nation's richest farm market that means sales. Get it now and get it in the pages of
National Live Stock Producer
139 North Clark Street
Chicago 2, Illinois
PHONE: CEntral 6-2068
*Ask to see our Starch Readership Study of Editorial and Advertising content.
Live Stock Producer

G.H.Q.

"It is a miracle that New York works at all," wrote essayist E. B. White. *"The whole thing is implausible."* Yet how New York works! Over a quarter of America's 750 largest companies make it their home town, setting its furious and demanding business pace. Business Week covers them all (and thousands more). With

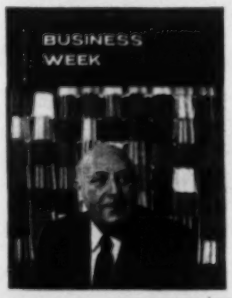


Carol Summers

A lithographed reproduction of this woodcut by New York's Carol Summers, size 12" x 18", is available when requested on your business letterhead.

the precision of the ticker that records the beat of New York's financial heart, Business Week can number its blue-chip management subscribers: AMF 177 . . . PEP 126 . . . IBM 1,734 . . . RCA 942 . . . TEX 520 . . . T 164. Circulated selectively, edited with the swiftness and reliability of weekly timing, Business Week is unlike all other magazines. It seeks just one kind of reader, brings him only the news that is business-useful. In New York, as everywhere in Business America, where you find Business Week you find management men – well-informed. And, well-informed by your advertising, they have the power to act.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

Karnig Heads IAA Unit, Stella Named by Two Int'l Groups

Andrew Karnig, international ad director of Bristol-Myers Co., has been elected chairman of the New York chapter of the International Advertising Assn. for the 1960-61 term. He succeeds Arthur Kron, president of Gotham-Vladimir Advertising, who served as the first chairman of the one-year-old chapter. Other elected officers are: Bernard Musnik, Publicis, vice-chairman; Hugh D'Amato, American Exporter Publications, treasurer, and Caroline Stella, J. Walter Thompson Co., secretary.

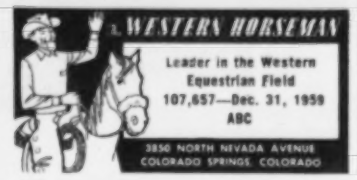
Miss Stella has also been elected president of another international group—the International Media Buyers Assn. She succeeds Frank Bernarducci of National Export Advertising Service. Other elected officers of the media group are: Mary Rodrigues, Batten, Barton, Durstine & Osborn, vice-president; Karin Hiort, Foreign Advertising & Service Bureau, secretary, and Consuelo Roman, Erwin Wasey, Ruthrauff & Ryan, treasurer. Miss Hiort will be serving her third term.

Colvig to Harrington, Righter

Byington F. Colvig, formerly with Blair-TV, has been appointed manager of Harrington, Righter & Parsons' new Los Angeles office. This marks the seventh office opened by the tv station representative.

B&B Promotes Three Execs

Lee Currlin, an associate media director, and William Schneider, business manager of the radio-tv department, have been elected vps. Harold Miller, vp and associate media director, has been appointed manager of the media department.

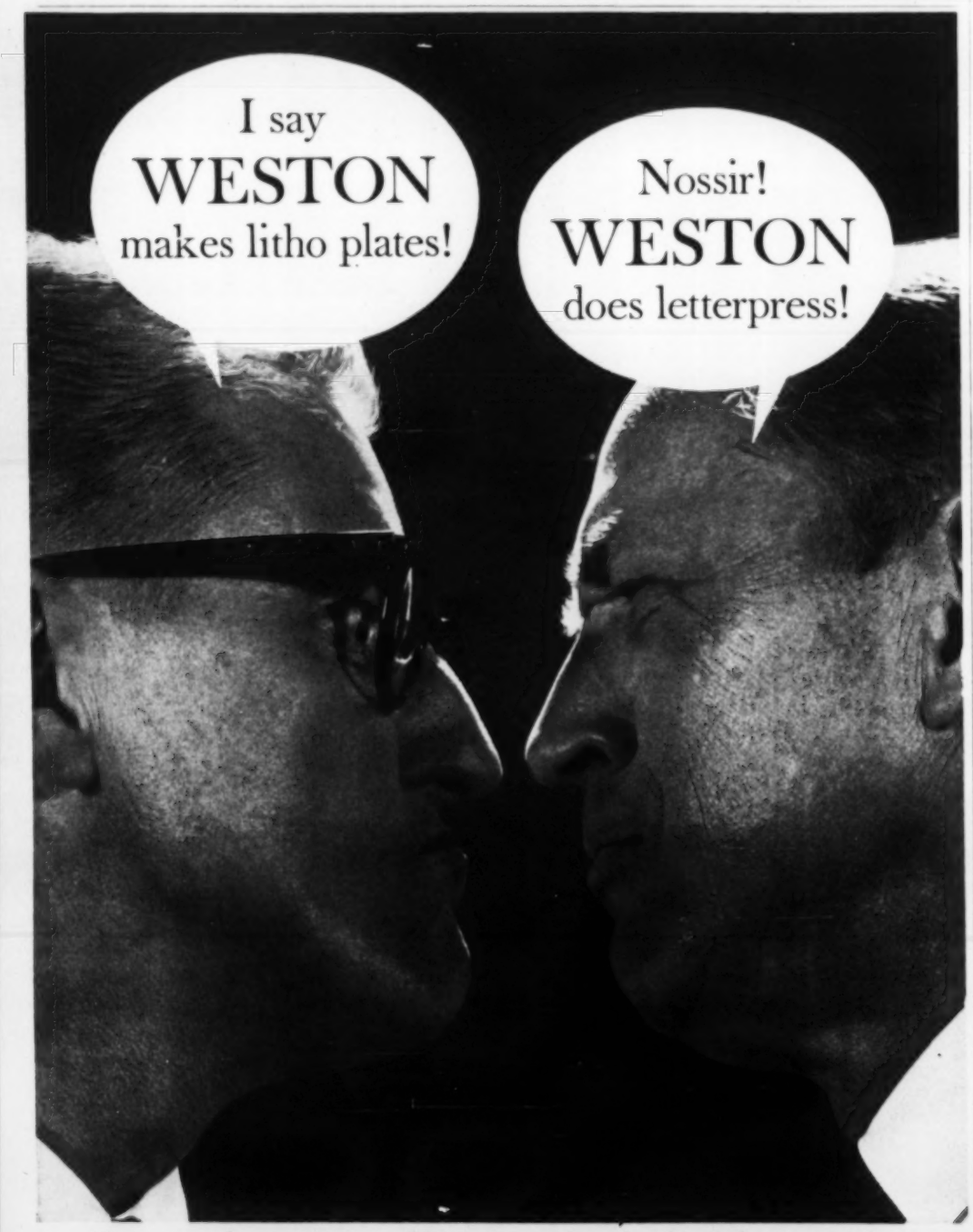


IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A49, 19 W. 44th Street, New York 36, N. Y.



Easy, gentlemen, easy—Weston makes both. Crisp, sparkling letterpress engravings and clean, finely-detailed offset plates. All in one of the best-equipped and most broadly experienced shops in the Upper Midwest. A staff of 45 offer excellent service. Get a bid on your next job from... **WESTON**

ENGRAVING COMPANY

415 South 4th Street, Minneapolis, Minn., FE 6-5351

NEW! And we'll pay for your first package!

FREE TRY—*Kraft Foods, Chicago, will introduce its noodle with chicken dinner with a full refund offer. This color ad will run June 12 in Family Weekly, First Three Markets Group, Parade, This Week Magazine and six independent supplements. The product will also be promoted on the Perry Como show (NBC-TV) June 1 and 15. J. Walter Thompson Co. is the agency.*

Summit Collapse Delays Introductory Ad Drive for Moskovitch Russian Auto in U.S.

SYRACUSE, May 24—The collapse of the summit conference in Paris has jolted U. S. advertising plans for the Moskovitch, beetle-size Russian car.

Robert Castle, who holds the sole U. S. franchise for the Russian car, told ADVERTISING AGE that he had almost completed negotiations with a New York agency to prepare a $350,000 advertising campaign for the Russian car, but with the worsening of Soviet-U.S. relations he is holding his plans in abeyance. The contract with the agency was to have been signed last week.

Mr. Castle is not sure now whether he'll get the scheduled Russian delivery, so there is no point in making any definite advertising plans, he said. He prefers to wait till the swirling dust of the present international tension settles.

He refused to divulge the identity of the New York advertising agency at the moment.

"To advertise a Russian car at this time would be like asking donations for the Russian Welfare Fund," he commented.

Mr. Castle has signed a contract with Russia to import 10,000 Moskovitch cars in the next two years.

Literally translated, Moskovitch means "citizen of Moscow." It is a four-seat, four-door, four-cylinder car with a 45 horsepower engine. According to Mr. Castle, the price in the U. S. will be $1,400. It includes a radio, heater, directional signals and undercoating. Freight charges from New York will be extra.

The car will be offered in three models—a conventional four-door sedan, a station wagon and a four-wheel-drive sedan.

Mr. Castle, who has the only Moskovitch in the U. S., described it as being larger than West European small cars, but smaller than the American compact models.

In Russia, the car sells for 25,000 rubles—$6,500 at the official exchange rate and $2,500 at the tourist rate.

■ Mr. Castle operates one dealership in Herkimer, N. Y., and two in Syracuse. He sells imported cars—Ford, Fiat and Renault.

He said he does not plan to retail the Moskovitch, but will set up distributor and dealer outlets throughout the U. S. He added that he had received calls from all over the U. S. from dealers seeking franchises.

The contract with Russia originated in 1958, when Mr. Castle attended an international automobile show in London where he saw the Moskovitch. On inquiry in the Netherlands, where the Moskovitch was being sold, he was directed to contact the Amtorg Trading Corp. in the U. S., which handles foreign trade for the Soviet government. He then entered into negotiations which culminated in the contract signed in Moscow on Feb. 2. #

TABLOIDS

Dealer Imprinting Our Specialty

Any Amount — As Required

ALSO—MAGAZINES, CATALOGS, FOLDERS

SERSEN'S IMPRINTING

120 So. Sangamon Street

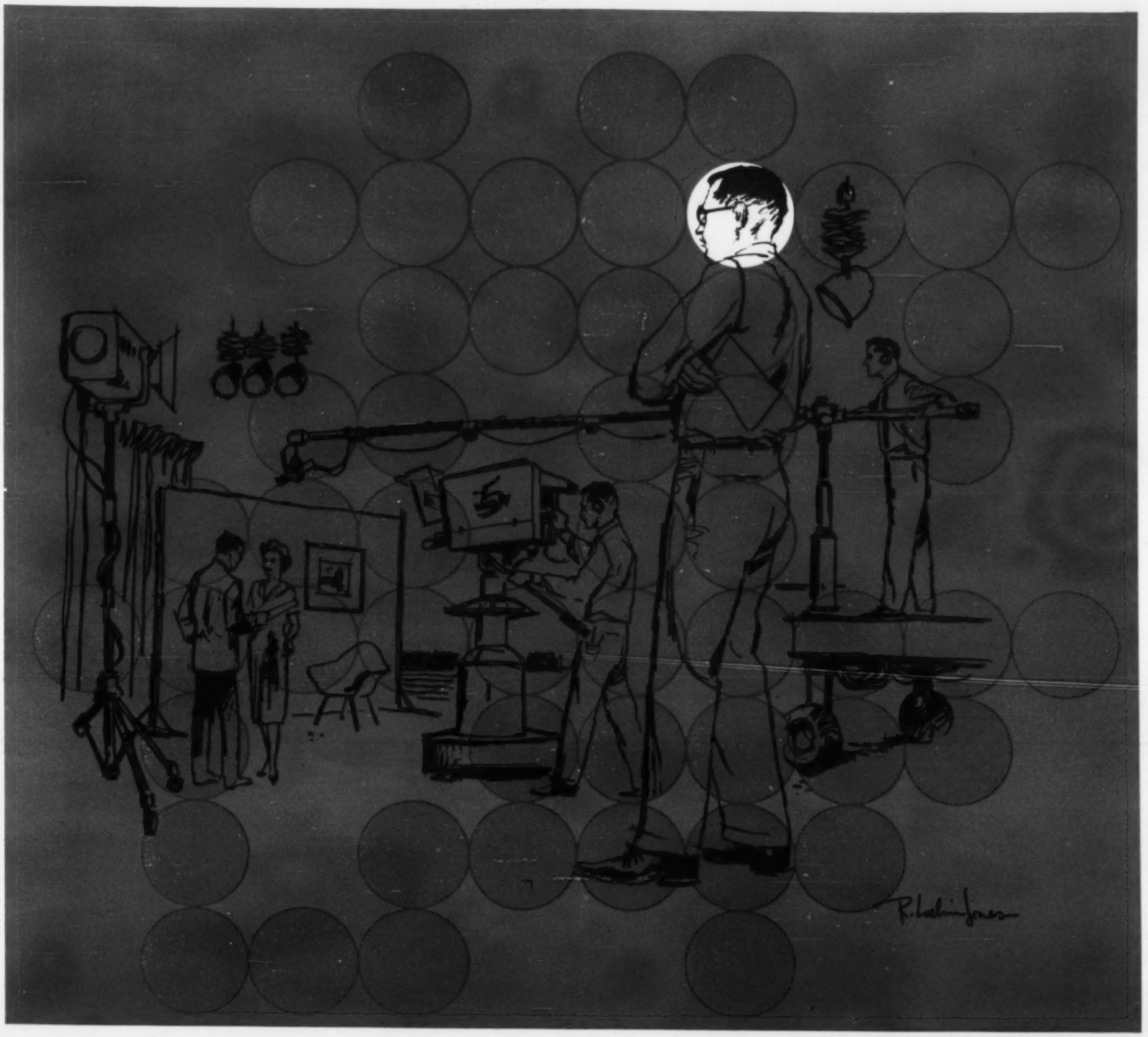
Phone: CH 3-2050 Chicago 7, Ill.

Polyphase Names Agency

Polyphase Instrument Co., Bridgeport, Pa., manufacturer of electronic components and strain measuring equipment, has appointed Richardson, Thomas & Bushman, Philadelphia, as its agency. The company will use trade magazines, direct mail and sales literature.

Vocaline Names Murphy

Charles H. Murphy, sales manager of Vocaline Co. of America, Old Saybrook, Conn., has been named a vp.



Ever wish you could get in there and do the whole job yourself? Then you'd get what you want; then it would come out right. But you can't do it all yourself. And at WLAC-TV *you don't have to.* We learned a long time ago we needed the right people—on the mike, at the camera, behind the desk—to do the job the way it should be done. Having the right people is one way WLAC-TV wins so many awards—and audiences. , of course.

WLAC-TV nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

2,850 feet up: one man

looks for a story,
one looks for trouble

Looking for a story over Hawaii's Pali Pass is Jack Robinson, editor of McGraw-Hill's ELECTRICAL WEST. With him, to look for maintenance troubles on the power lines below, is Hawaiian Electric Company's Engineer, Dudley Pratt. The only way it could be done was by helicopter. So Jack and Dud flew.

There are several stories on these power lines. One of them is just the sheer labor of building them at all. It's a half-day climb to get materials from the nearest road to the summit. And almost every day the clouds come in. Combine their moisture with the salt air, and you have a fantastic corrosion problem.

Hawaii is part of his publication's territory, so Jack was in Honolulu to cover an electrical convention. He had wondered how they built lines in mountains like these. Jack had a good reason. ELECTRICAL WEST is a regional publication, and all the information he could uncover here on corrosion-resistant materials or the use of helicopters for construction and maintenance in rugged terrain is just as important to his Western State-side readers as it is in Hawaii.

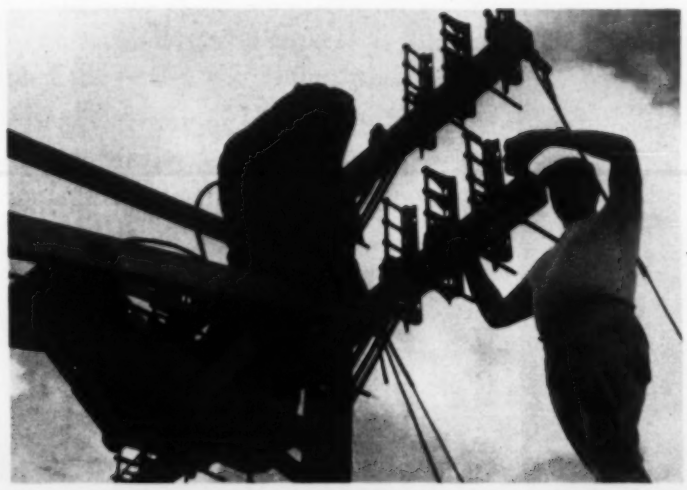
Needless to say, Jack himself is an electrical engineer, writing up a field he's lived with for years. That he should take time out from another story to check on Pali Pass is typical of McGraw-Hill's editorial depth. Getting all the facts—and going back for more when they develop—has won McGraw-Hill publications the kind of readers that count with advertisers . . . the kind that want a magazine enough to pay for it.

That's the only kind we have.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Jack Robinson (*left*), Dudley Pratt and 'copter pilot Dick Brydon, just before taking off to check the power line running over Hawaii's Koolau Range.



To get firsthand information on corrosion of pole line hardware, Jack went up on a test installation with one of the supplier's specialists.

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for a breakthrough in radio-electronic devices

Another electronic problem solved: hybrid travelling-wave tubes, for high-power pulsed amplification, can now have the gain variation adjusted with frequency to suit the designer. Dr. E. J. Nalos' paper describing how this is done has won him the *1960 W.R.G. Baker Award*, for the best paper to appear in IRE's Transactions of the Professional Groups. IRE is proud to honor Dr. Nalos, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

E. J. Nalos

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 3-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

ASK THE STUDENT WHO LIVES HERE

KOIN-TV earns the respect of its audience through a continuing program of community service. This audience respect means sales response . . . response that has made KOIN-TV one of the nation's truly influential advertising media.

Programing integrity helps KOIN-TV meet its responsibilities to its audience, its clients and its industry. Oregon's first daily college-accredited telecourses were originated by KOIN-TV, offering such subjects as psychology, mathematics and chemistry. Recent Oregon educational statistics show that KOIN-TV's telecourse students have made higher grades than classroom students.

This is one example of community service programing that brings the highest ratings and covers the widest areas* to make KOIN-TV one of America's soundest advertising buys.

KOIN-TV
PORTLAND CHANNEL 6

. . . ask anyone who lives here!

One of the Nation's Great INFLUENCE Stations Represented Nationally by CBS-TV Spot Sales

*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties.

Getting Personal

William T. Young Jr., president of Leo Burnett Co., made the list of Chicago's most exciting men in the minds of Chicago women, according to a *Chicago Tribune* society page survey. Said the ladies: "He's smart, has had an interesting career, is enthusiastic, amusing, understanding, and has a sense of humor" . . .

G. E. Bischoff, secretary of the L. W. Ramsey Co., Davenport, Ia., presented this year's Ramsey "advertising internship award" to a University of Iowa journalism junior—Glenn R. Mayo, who'll thereby get some first hand knowledge of the ad world working at the agency this summer . . .

Walter Reeves, Thompson-Peterson Advertising, Toronto, and his wife sunned at the Elbow Beach Surf Club in Bermuda as guests of CFRB, Toronto. Mr. Reeves was the winner in the station's "most interesting adman" contest . . . The 1960 Milwaukee Adwoman of the Year is **Lorraine S. Lesener**, head of her own agency . . . **Robert D. Tucker**, art director for Abbott Laboratories Export, Chicago, is celebrating his 25th anniversary with the company this month . . .

Thomas B. Noble, president of Advertising Trades Institute, New York, is at St. Luke's Hospital recuperating from special corrective surgery providing him with a metal hip joint. He'll be out of the office for several months . . .

PROPRIETARY PLAYTIME: Admen and publishing people came in for their share of the glory at the Proprietary Assn. annual meeting in White Sulphur Springs. Taking home golf trophies were **Harry B. Cohen Jr.** of Cohen, Dowd & Aleshire; **Carleton W. Hart** of N. W. Ayer & Son and **Jeff Wade II** of Wade Advertising, each of whom shot a net 72 . . . Possibly the happiest golfer was **Doug Morris** of Warwick & Legler, who turned in an 87—his best game since about the age of 12 when he caddied and shot in the low eighties. Enhancing his pleasure was the $12 in bets he won from partner **Jack Herbert**, publisher of *The American Weekly* . . . **Slocum Chapin**, ABC vp and his wife Joan were a winning combo at the gun club tournaments: Buz picked up a trophy as the skeet high gun and Joan turned in the best performance in ladies' trap shooting . . . **Richard Bowman**, vp at Norman, Craig & Kummel, garnered the men's trap high trophy . . . **George McMillan** attended his last Proprietary meeting as a Bristol-Myers sales vp. He's retiring this August and received a money clip from association executives in appreciation of his many years' work for the group . . . And sailing fan **Lee Andrews**, ad director of Macfadden Publications, who was general chairman of the entire meeting, was surprised with an original sailing scene, presented at the annual banquet . . .

FAIR SKIES—*Leonard M. Wasserbly, editor-publisher of Ames Publishing Co.'s Industrial Distributor News, Philadelphia, and his wife, Millicent, enjoyed sunny weather during their recent Jamaican holiday.*

Art director's holiday: **Rene Pinchuk**, art director at Raymond I. Lang Advertising, San Francisco, is exhibiting several oils at Maxwell's Galleries there. He holds an M.A. in Oriental art from the University of Rome . . . **Jim Ernst**, in BBDO's art department in New York, is painting his way through Portugal at the invitation of the Portuguese government . . .

More than 500 friends of **Robert Lee Swain**, longtime editor-in-chief of *Drug Topics* and *Drug Trade News*, turned out May 12 in the Hotel Commodore ballroom to salute him on his retirement . . .

New arrivals: **Bob Whitehead**, account supervisor with Guild, Bascom & Bonfigli, San Francisco, has a new daughter, Pamela Jill, born May 3 . . . **James M. Fitzgerald**, with *Good Housekeeping* in Chicago, is spreading word of the arrival of his first daughter and second child, Sheila Helen, born April 29 . . . And news at the household of **Jeremy Alan Barkann**, New York manager of Richard N. Meltzer Advertising, is the birth of Michael David, April 30 . . .

Wilfred Weiss, formerly in the pr department of Kudner Agency, has purchased the *Courier*, Winchendon, Mass. He'll take over active operation of the paper about the end of July . . . **Charles Rumrill**, president of the Rumrill Co., Rochester, has been appointed to a seven-man U.S. committee to stimulate foreign trade among upstate New York businesses . . .

Edwin B. Stern, New York advertising personnel specialist, married **Julia Wolfe**, pr head of the New York League for the Hard of Hearing, down in Louisville May 28 . . . **Edmond Troide**, copywriter for Moore & Co., Stamford, is engaged to Jean Joanne Marsden . . .

H. Allan Schlesinger, vp of BBDO's Minneapolis office, has received a Treasury Department award for his work in Minnesota Savings Bond drives . . . **Les Stanford** of Stanford Associates, tv merchandising shop, made a hole-in-one at the Orchards Hills country club, Paramus, N.J. Next morning, following the customary champagne celebration, Les was muttering "first a hole-in-one, then a hole-in-head" . . .

Extracurricular: **Norman H. Strouse**, JWT president, has been named chairman of the steering committee for next year's National Library Week . . . **Willard H. Sahloff**, vp and general manager of GE's electric housewares division, is the new volunteer coordinator of the Advertising Council's campaign for aid to higher education . . . **Charles M. Skade**, senior vp of F&S&R, is the new president of the Nebraska University Alumni Assn. for Greater New York . . .

The most important use of a precious hour

. . . can often be the simple act of reading. Reading what? That's not difficult to answer. In a decade breathless with momentous happenings, in a world balanced between unimagined discoveries or total destruction, in an economic period which might well be the most rewarding one of your lifetime, nothing is so fascinating, profitable or important as the news.

No wonder, then, that news magazines have become the spearhead of America's most important advertising campaigns. For those with the biggest stake in the news—key people in business, industry, finance, government and the professions—actually plan and make decisions on the basis of news developments. For such important people, "U.S.News & World Report" must unquestionably be rated as . . .

The most important magazine of all

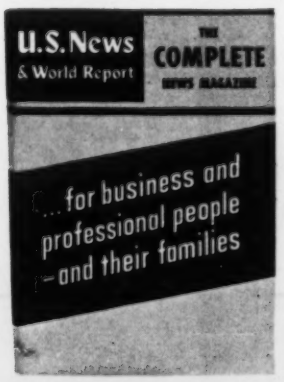
Here is why. No other magazine concentrates exclusively on the important news of national and international affairs. No other magazine prints as many pages of such news . . . or attracts this non-duplicated market of 1,150,000 important responsible people interested only in such news.

No other magazine shares the unique position of authority, as a source of original news, that makes "U.S.News & World Report" one of the most widely quoted magazines in America today.

Consequently, no other magazine in its field scores as high among America's decision makers as the magazine that's most useful and the one in which they place greatest confidence.

Ask your advertising agency for the documented facts on the growing recognition of "U.S.News & World Report" as the important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT



America's Class News Magazine

Now more than
1,150,000
net paid circulation

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y. • Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London

POPULAR MECHANICS

INTERNATIONAL EDITIONS

OVER 500,000 MEN OF ACTION PURCHASE THE INTERNATIONAL EDITIONS OF POPULAR MECHANICS

IN LATIN AMERICA . . . OVER A MILLION AND A HALF readers per issue seek product information that will help them live better and work better. These Latin American readers pay more per copy for Mecanica Popular than for any other international magazine. These men are active home-owning, car-owning people who have money to spend on their families and themselves. As businessmen they also specify or influence purchases where they work. OVER 60,000 importers, wholesalers, dealers read about and react to products advertised in MECANICA POPULAR.

LATIN-AMERICAN EDITIONS have flexible local coverage. Three Separate Editions plus a Mexico/Caribbean split run option.

Mexico/Caribbean Edition	100,000
Brazilian Edition (Portuguese)	60,000
Southern Hemisphere Edition	60,000
COMBINED CIRCULATION:	220,000

IN EUROPE . . . OVER A MILLION readers per issue pore over the product information packed pages of Popular Mechanics European Editions. U.S. advertisers will find themselves in good company with leading European manufacturers in these editions. To reach a key audience in Europe—investigate these:

STRONG EUROPEAN EDITIONS

Danish	31,349
Dutch	30,000
French	103,133
German	88,429
Swedish	38,251
COMBINED CIRCULATIONS:	291,162

Ask your agency or PM International Representative to show you the revealing *Popular Mechanics'* International Story.

POPULAR MECHANICS INTERNATIONAL EDITIONS
200 EAST ONTARIO STREET • CHICAGO 11, ILLINOIS

Advertising Age

International Advertising Section

THE NATIONAL NEWSPAPER OF MARKETING

50 Top International Advertisers

First Quarter, 1960

Based on Expenditures in International Media

Rank 1960 1st Qtr.	Rank 1959 Full Year	Advertiser	Expenditure 1960 1st Qrt.	Expenditure 1959 Full Yr.
1	1	Shell Petroleum Co.	$177,813	$741,440
2	26	Chrysler International	138,918	179,085
3	2	Ford Motor Co.	136,794	352,883
4	3	Pan American Airways	102,792	346,146
5	10	KLM Royal Dutch Airlines	96,674	258,765
6	49	BOAC	84,813	115,762
7	4	Douglas Aircraft Co.	76,034	345,269
8	*	Hoover Ltd.	72,447	*
9	9	Coca-Cola Co.	67,580	263,947
10	7	Champion Spark Plug Co.	67,163	284,434
11	*	Standard Motor Co.	62,484	*
12	6	Martini & Rossi	62,126	289,186
13	32	Eastman Kodak Co.	60,279	146,758
14	37	Scandinavian Airlines	60,032	134,264
15	20	Outboard Marine Int'l.	60,006	188,125
16	23	Ford Motor Co. Ltd.	58,366	183,218
17	21	Burroughs Corp.	57,845	187,583
18	33	Tokyo Shibaura Electric	55,912	142,415
19	22	Ballantine & Son Ltd.	55,385	185,373
20	43	Remington Rand Int'l.	54,165	125,745
21	*	Farbwerke Hoechst A. G.	52,750	*
22	13	Monsanto Chemical Co.	51,491	248,565
23	30	International Harvester	50,304	165,516
24	29	Grant & Sons Ltd.	48,724	172,988
25	*	Hawker Siddeley Group	48,005	*
26	15	Allis-Chalmers Int'l.	$46,354	$207,379
27	*	Timken Roller Bearing	44,685	*
28	38	Alitalia	43,928	134,029
29	19	Firestone International	43,810	193,862
30	*	General Dynamics Corp.	41,825	*
31	*	Renault	39,067	*
32	5	Goodyear International	38,663	298,147
33	18	Minnesota Mining	38,631	196,367
34	46	Vickers-Armstrong	34,911	117,607
35	44	De Beers Mines	34,321	125,037
36	50	Dow-Chemical Co.	34,300	104,924
37	12	General Motors Overseas	34,270	250 887
38	35	Austin Motor Export	33,885	136,245
39	25	Philips Industries	33,820	179,464
40	*	First National Bank, N. Y.	31,730	*
41	31	California Texas Oil Co.	31,662	159,000
42	45	Nuffield Exports	30,015	123,360
43	42	Texas Co.	29,999	127,446
44	48	Imperial Chemical Ind.	29,760	117,000
45	8	Daimler-Benz	28,520	269,640
46	*	Ford-Werke A. G.	27,395	*
47	*	Robert Bosch GMBH	26,262	*
47	*	Canadian Pacific	26,262	*
49	*	Joseph Lucas Ltd.	25,955	*
50	41	Hitachi Ltd.	25,800	127,456

*Not in top 50 in 1959. Source: Rome Research

'Our Pace Is Faster, Needs More Urgent' . . .

International Ad Boom Grows; Future Bright

U.S. Agencies Jumping on Bandwagon; Burnett, L&N Look Abroad

By Milton Moskowitz

NEW YORK, May 24—For advertising, 1959 was a bumper year on the international front.

Reports from country after country showed advertising expenditures moving up sharply.

This prosperity in international ad row was reflected in many ways—new products being introduced everywhere, increased billings of overseas agencies and new media—particularly commercial television—to carry the advertising messages.

■ In the U.S., the growth of foreign markets had double impact. On the one hand, the burgeoning economic strength of these markets has brought a flood of imports, a tidal wave so strong that the air is rent now with cries of "cheap labor undermining American companies"; on the other hand, U.S. companies have moved overseas in prodigious numbers to tap this new consumer wealth and—in many cases—to make products which are exported to the U.S.

Advertising agencies see the handwriting on the wall. The last time the account supervisor visited the client, the export department was lodged in the basement, presided over by a harried export manager who had little status in the company; today, there's a fresh-eyed vp for international activities, he's just back from a swing around the world—and he's got the president's ear.

• 1959 was the year J. Walter Thompson Co. passed the $100,000,000 billings mark in international business. It was the year that McCann-Erickson made its first big move in the Far East with the acquisition of Australia's third largest agency. It was the year Ted Bates & Co. plunged into the

(Continued on Page 75)

FAMILIAR—*Brussels poster is graced with a familiar figure. It's Brigitte Bardot promoting her movie, "Will You Dance with Me?"*

700 World Admen to Attend Congress of IAA June 1-3

NEW YORK, May 24—The 12th annual convention of the International Advertising Assn. will be staged at the Waldorf-Astoria here next week—June 1-3—and it looms as the biggest meeting ever held by the IAA.

This year, for the first time, the meeting will stretch over three days. This is also the first time the convention has been held at the Waldorf—a deliberate attempt at "upgrading."

Also, as of this year, it is no longer being called a convention. It is now a "congress."

■ Registrations are running well ahead of last year, when some 500 members and guests attended, and IAA officials are hopefully setting their sights on a total registration of 700.

They will be coming from all parts of the world—the IAA has

Will British Lose Out to ECM? . . .

U. S. Investment in Europe Trebles in Decade, Pushes $5 Billion

Some Get Fingers Burnt —But Capital Still Flows in; More Seen

By Mark Random

LONDON, May 26—"Show me an American business man touring in Europe and I'll show you an investor." That is a common enough attitude in Europe these days.

Like most generalizations it sounds plausible enough to pass for truth. But it is a long way from being true.

Western Europe is said to be swarming with high-powered U.S. executives looking for opportunities to invest vast dollar sums. But as one cynical American established on the Continent told the London *Financial Times* recently:

"Ninety-nine per cent of them you never hear from again."

■ Certainly there have been signs that U.S. companies have been over-enthusiastic about plans to invest in Europe. Many of them are now re-thinking those plans and carrying out what the late John Foster Dulles once called "an agonizing re-appraisal."

But despite this, it is a fact that U.S. investment in Europe is booming, particularly within the six countries of the European Common Market (ECM): France, Germany, Italy, Belgium, Netherlands and Luxembourg.

In the last decade U.S. industrial investment in Western Europe has trebled. It has risen from $1.7 billion in 1950 to an estimated $4.8 billion at the end of 1959. By mid-1960 it should be pushing the $5 billion mark if not past it.

Despite this rapid increase and

(Continued on Page 76)

11 Nations Now Top $100,000,000 in Ad Expenditures

NEW YORK, May 27—Excluding the U.S. and Canada, there are now 11 countries in the world where annual advertising expenditures amount to $100,000,000 or more.

Figures compiled by ADVERTISING AGE from various sources show this breakdown:

- Britain—$1,120,000,000.
- West Germany—$850,000,000.
- Japan—$400,000,000.
- France—$300,000,000.
- Australia—$270,000,000.
- Sweden—$200,000,000.
- Mexico—$100,000,000.
- Brazil—$100,000,000.
- Belgium—$100,000,000.

(Continued on Page 68)

Shell Top User of International Media in 1960

Chrysler Is No. 2; First Quarter Volume Up 25% to $7,000,000

NEW YORK, May 26—Advertising expenditures in international media continue to mount steadily.

However, the big surge now seems to be coming from non-U.S. companies.

These two trends stand out in the latest report from Rome Research, covering expenditures by international advertisers in the first three months of 1960.

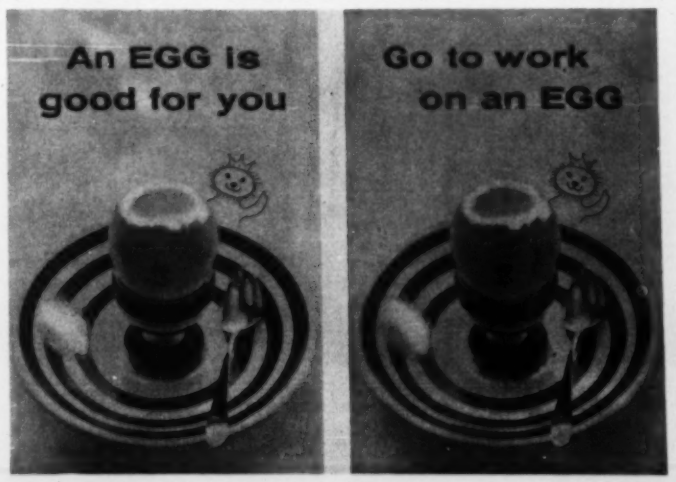
Rome Research now measures the advertising by international marketers in some 50 magazines.

■ Expenditures in the first quarter of the year totaled nearly $7,000,000, which was 25% greater than the amount spent during the same period in 1959.

Once again, Britain's Shell Petroleum Co. led the list, with a first quarter expenditure of $177,813. This represents a continuation of Shell's institutional campaign for its petrochemical products, a campaign utilizing b&w pages opposite color pages.

In 1959, Shell spent $741,400 on its international advertising and it seems likely to approach that amount this year.

(Continued on Page 70)



DRAWS PLAUDITS—*Mather & Crowther's poster drive for British Egg Marketing Board has been widely acclaimed in London circles. These ads were saluted as among best of 1959.*

more than half of its members outside the U.S. Among the expected visitors will be Vincent Tutching, the retiring president of the IAA, who was dispatched earlier this year to Australia by McCann-Erickson, and Rudolf Farner, head of the Swiss agency bearing his name, who has been heading up the association's European activities.

■ Heading the list of speakers are: R. W. MacDonald, vp of Burroughs Corp.; Sylvester L. (Pat) Weaver, chairman of McCann-Erickson Corp. (International); Frank X. White, vp of American Machine & Foundry Corp.; Arthur C. Nielsen Jr., president of A. C. Nielsen Co.; Dr. Cyril C. Herrman, vp of Arthur D. Little Inc., and Leo Cherne, executive director of the Research Institute of America.

The convention finds the IAA at the peak of its 22-year history. The association may be ready to announce next week that its membership has crossed the 1,500 mark. As of April 1, it totaled 1,419. The sensational growth can be plotted as follows:

1955——612	1958——1,151
1956——722	1959——1,261
1957——910	

All figures were as of June 1.

■ The convention also finds the IAA with nine chapters in operation—all chartered over the past year under the new bylaws. Local chapters can be formed in any locality where there is a minimum of 25 members. Functioning now are chapters in New York, Chicago, Cleveland-Lake Erie, Pittsburgh, Paris, Curacao, Caracas, Buenos Aires and London.

Originally, plans called for the installation of the association's new officers at the congress. However, a rereading of the bylaws showed that this could not be done. The officers were previously elected by the entire membership; now they are elected by the board of directors and the first meeting of the newly expanded board will not take place until after the convention.

■ The board of directors has been expanded to 27 seats to reflect more accurately the composition of the association. Among the newly elected board members from abroad are:

Joseph Novas Jr., Publicidad Novas, Caracas; Ricardo de Luca, Ricardo de Luca-Publicidad Tan, Buenos Aires; Augosto Godoy, Godoy & Godoy, Havana; Hideo Yoshida, Dentsu Advertising, Tokyo, and Michel Touma, Commissariat General au Tourisme, Beirut.

Still to be announced are the names of the three regional European vps who will have seats on the board.

■ Other new members of the board—these from the U.S.—are:

Fitzhugh Granger, International Harvester Co., Chicago, who is regional vp for the Central and Western U.S., and Richard L. Burt, the Yoder Co., Cleveland, who is eastern regional vp.

And five directors-at-large: Elaine Henno, Owens-Corning Fiberglas; Thomas W. Hughes, National Export Advertising Service; John E. Loughran, S. S. Koppe Co.; H. L. Hulbert, General Motors, and Joseph Rintelen, Coca-Cola Export Corp.—all of New York.

■ The remaining board seats are held by Sylvan M. Barnet Jr., Barnet & Reef; K. Presbrey Bliss, McGraw-Hill; H. Earle Braisted, Joshua B. Powers Inc.; Oscar Cornejo, Worthington Corp.; Frederick Fleischman Jr., Pepsi-Cola International; Lyle W. Funk, Batten, Barton, Durstine & Osborn; Clinton V. Pickering Jr., Union Carbide International; Baxter Reese, International Standard Brands; George R. Spahn, Remington Rand International; Rodman Sweeny, International General Electric; Harold E. Weinholtz, MacManus, John & Adams, and Elmo C. Wilson, International Research Associates.

In line for the presidency is the international researcher, Bud Wilson, who has served for the past two years as IAA's first vp.

■ Next week will also mark the debut of the IAA's new publication, *The International Advertiser*, which is being launched as a monthly, with circulation limited to the IAA membership. J. H. Krumpe of Gotham-Vladimir Advertising has been named editor of the magazine, which has set a onetime page rate of $200, with ads limited "to five insertions per issue subject to change without notice."

The purpose of the new publication is two-fold: Keep members informed of international advertising activities and raise sorely-needed money to expand the IAA's work.

Allen Reffler, eastern ad manager of the international editions of *Life*, is chairman of next week's congress. #

Was Luckman Made the Goat? . . .

Vast Unilever Spans World's Markets

Lintas, House Agency, Operates in 22 Nations; Ten Other Agencies Used

By Mark Random

LONDON, May 26—Unilever, one of the world's greatest industrial empires and the biggest international advertiser, can be traced back to two very insignificant incidents.

In 1867 a 16-year-old boy went to work in his father's grocery warehouse at Bolton, England. His first job was wrapping soap.

A few years later a Dutchman in the town of Oss showed his neighbor the first batch of a new product to which he had obtained manufacturing rights. It was margarine.

■ The English boy who wrapped soap was the late William Hesketh Lever, later to become first Baron Leverhulme and first Viscount Leverhulme.

The Dutchman was Jan Jurgens. His neighbors were the Van den Berghs.

From those undramatic incidents in the middle of the last century, these three were to go on independently to build themselves vast, profitable businesses.

Eventually they merged their interests and so founded Unilever in 1929. Today Unilever is an international organization with some 500 or so operating companies at work in more than 50 countries and marketing more than 1,200 different proprietary branded products. As such it is unmatched in diversification.

LORD LEVERHULME IN 1919—*"Probably half of every advertising appropriation is wasted, but nobody knows which half."*

OLD WORLD FLAVOR—*Ornate frontage graces Lever Bros. main office at Port Sunlight, model community created by Lever in 1888.*

Last year its operating companies spent more than £100,000,000 (about $300,000,000) on all forms of advertising for all these various products in the markets of the world.

The result was a 1959 turnover of a staggering £1,787,000,000 ($5,003,600,000), a trading profit before taxation of £113,458,000 ($317,682,400), and a consolidated net profit after taxation of £60,125,000 ($168,350,000).

■ Let's look at some of the steps in between the time that William Lever began wrapping soap, the Dutchmen started making margarine and Unilever chalked up its astronomical trading results in 1959.

William Lever began wrapping soap in his father's warehouse. In 1872, at the age of 21, he was in partnership with his father. By 1884, at the age of 33, he had amassed a fortune of £60,000 (then about $300,000) and was toying with the idea of retirement.

Instead, he went into the soap business in partnership with his brother, James Darcy Lever, and they founded in 1885 the famed firm of Lever Brothers.

■ Soap was an established business in England at that time. But Lever tackled it in a new way. He was probably the first man to combine the three techniques of giving his product a brand name, packaging it attractively and proclaiming its merits in advertising.

"There is no soap a man can sell that will do his trade so much credit as our soap," he told retailers. And it was true.

He insisted on the best soap it was possible to make, branded it under the new Trade Mark Act with the name Sunlight, sold it in neat tablets instead of the long bars from which retailers had cut pieces until then, wrapped it in greaseproof paper instead of newspaper and packed it in an attractive protecting carton.

■ It was the soap for which the vast new middle class and better-paid working class bred by the industrial revolution had been waiting. Captivated by Lever's presentation methods and the soap's good value, they bought it in ever-increasing quantities. In two years it was the world's biggest selling soap.

Lever Brothers still markets Sunlight today. The magic name was one of the things that Lever did not provide. That came from a Liverpool trademark and patent agent. But once he had chosen the name, Lever spread it around the world with ringing slogans like: "See how this becomes the house" and the famous poster of a youth looking at a placard with the legend: "Why does a woman look old sooner than a man?"

Lever's soap was at first made for him. Then he started making his own at Warrington. In the first year of the partnership the profits were £20,000 (about $100,000) and in the second they rose to £50,000 (about $250,000). Looking for somewhere to expand, Lever chose a marshy stretch of ground on Merseyside and in 1888 created a model community which he called Port Sunlight.

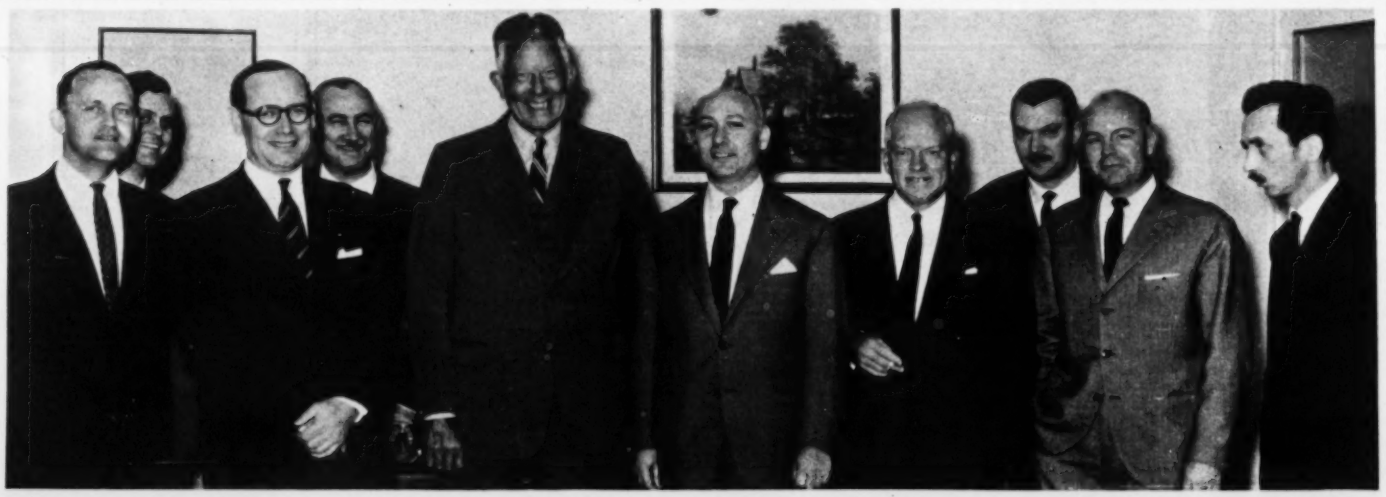
■ The Dutch side of the Unilever business sprang from the same class of consumer that put Lever in the forefront of the soap business. This new class, throughout Europe and in other parts of the world, was creating many new demands. It needed more and more food and to Anton Jurgens and his three sons it became increasingly difficult to find supplies of butter to meet the demand.

It was Jan and Henri, two of the sons, who solved the problem. They heard of a new kind of artificial butter which had been invented by a French chemist, Mege-Mouries.

Its inventor called it margarine. The Jurgens brothers bought the right to manufacture it and the family set to work on it at once. Jan showed the first batch to their neighbors, Simon Van den Bergh and his sons, who were friendly rivals in the butter business. Soon the Van den Berghs were also rivals in the margarine business.

■ As the three businesses grew independently and at a great rate, they first went into each other's territory. Lever went into Europe. Van den Bergh and Jurgens went into Britain. And they went into each other's sphere of business.

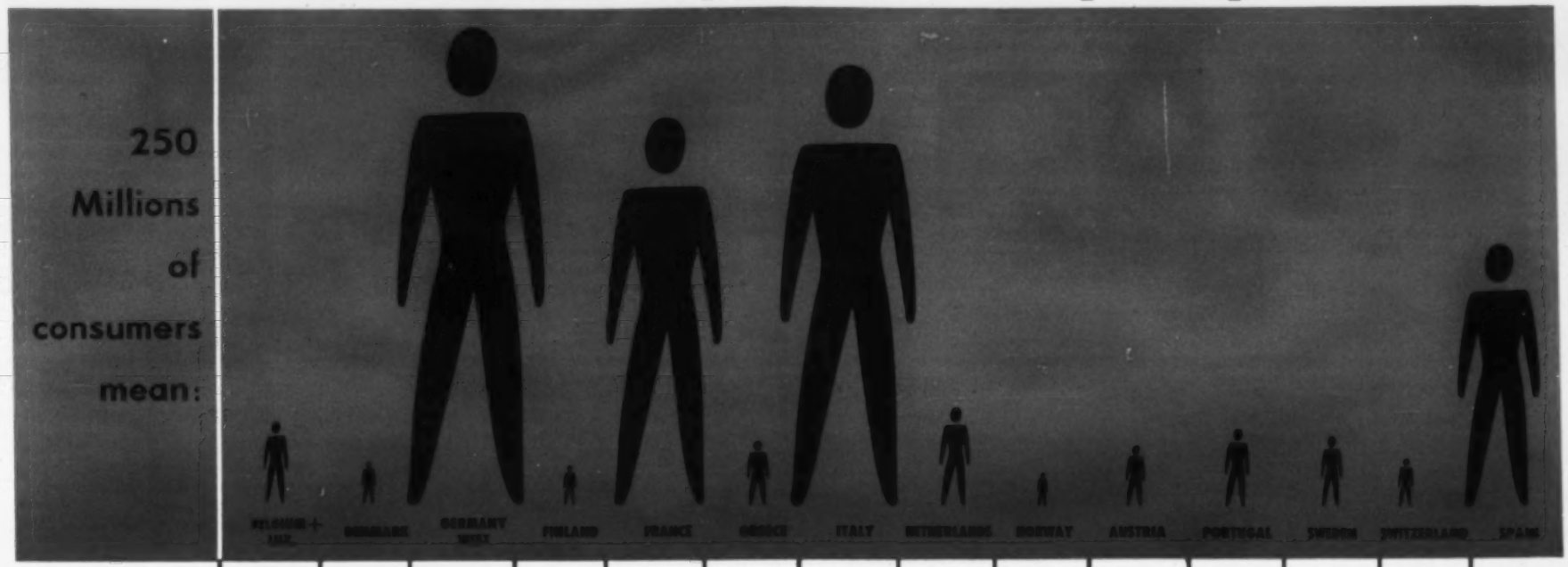
During World War I, the British government, not wanting the country to be dependent on foreign supplies of edible fats, urged Lever to go into the margarine business. Having sunk considerable capital into this venture,



Quayle Kerr Holdsworth
Fellows Bower McElroy Nissim Robinson Zeman Tazartes

P&G IN ITALY—*Neil H. McElroy, chairman of Procter & Gamble, posed for this picture in Milano at the offices of Exportex, Italian distributor of P&G products. P&G is marketing Camay, Spic & Span and Tide in Italy. With him for "historic" occasion were: M. R. Fellows and F. J. Zeman, P&G's ad manager and sales director, respectively, for Italy; G. P. Kerr, P&G's managing director in Italy; D. H. Robinson and T. C. Bower, Cincinnati-based vp and associate director, respectively, P&G's overseas division; J. G. Nissim; A. L. Tazartes, W. T. Holdsworth and P. J. Quayle, managing director, director, sales manager and ad manager, respectively of Exportex.*

How Free Europe Market Shapes Up



Total population	9,521,000	4,479,000	55,195,000	4,315,000	44,290,000	8,031,000	50,558,000	11,096,000	3,444,000	6,999,000	8,767,000	7,384,000	5,160,000	29,934,000
Men	3,535,000	1,612,000	19,903,000	1,400,000	15,713,000	2,836,000	18,353,000	3,818,000	1,259,000	2,486,000	2,940,000	2,786,000	1,859,000	10,194,000
Women	3,724,000	1,679,000	23,734,000	1,600,000	17,289,000	3,097,000	19,667,000	3,942,000	1,299,000	2,999,000	3,315,000	2,859,000	2,052,000	10,782,000
Children under 15 years	2,262,000	1,188,000	11,558,000	1,315,000	11,288,000	2,098,000	12,538,000	3,336,000	0,886,000	1,514,000	2,512,000	1,739,000	1,249,000	8,958,000
Inhabitants per sq. mi.	746	269	575	33	207	155	435	886	28	215	246	41	323	145
Number of Passenger Cars	562,405	297,037	3,559,500	151,800	5,013,300	36,400	1,421,300	377,300	173,900	286,800	128,800	972,000	403,000	193,007
TV-sets	220,800	214,000	3,020,000	7,800	999,900	—	1,096,200	391,100	600	49,200	12,900	244,500	50,400	120,000
Radios	2,728,000	1,688,700	15,800,000	1,157,400	12,098,400	545,400	7,218,700	3,388,900	997,400	1,923,100	660,500	2,895,600	1,405,300	2,104,900
Telephones	1,025,400	951,100	4,667,000	524,600	3,498,900	153,800	2,750,600	1,318,300	668,400	592,200	305,000	2,409,900	1,385,200	1,339,700
Annual Consumption Per Capita, Bread *kg	89.2	79.5	88.5	74.7	103.7	142.2	122.3	80.8	84.9	103.4	76.7	68.4	92.2	—
Vegetables kg	67.6	67.3	49.0	12.0	123.5	110.3	97.9	63.0	30.9	64.2	103.4	25.2	80.6	—
Meat kg	56.1	72.6	53.1	28.6	69.3	19.3	22.1	39.1	34.0	48.8	16.2	52.7	54.3	20.6
Fruits kg	55.3	40.8	46.0	30.8	40.4	103.1	63.2	36.1	36.4	46.4	72.9	52.3	83.3	59.2
Eggs kg	14.9	7.8	12.0	6.5	9.8	5.1	8.3	8.8	8.2	10.0	2.7	10.5	9.9	—
Milk kg	96.6	168.1	121.0	164.8	89.8	38.0	57.8	175.0	227.7	174.6	16.5	195.0	215.2	86.8
Butter kg	8.9	10.7	6.1	12.7	6.1	0.9	1.4	3.2	2.8	3.7	0.5	6.3	5.9	—
Sugar kg	29.7	47.3	29.5	22.5	29.5	11.5	17.3	44.2	40.8	35.0	16.4	42.9	43.5	9.4
Wine **l	6.8	2.8	7.7	1.4	122.5	38.4	112.5	1.5	1.2	18.4	107.8	2.7	31.3	—
Beer l	136.3	64.2	83.7	40.5	31.7	—	3.8	20.7	22.5	69.8	2.9	26.0	57.0	—
Hard Liquor l	1.3	0.9	2.7	1.4	3.8	—	2.0	2.4	2.2	—	—	5.6	4.2	—
Tobacco kg	2.7	2.4	1.8	1.2	2.1	—	1.4	2.6	1.2	—	—	1.2	2.8	—
Coffee kg	6.5	6.1	2.5	7.0	4.1	0.7	1.5	3.9	6.4	1.0	0.9	8.0	4.5	0.3

* Kilograms. 1Kg. = Approximately 1 Quart.
** Liters. 1 Liter = 2.2 Lbs.

Source: Heilig & Simon, Stuttgart

BIG DIFFERENCES WITHIN EUROPE—*Markets for different products vary greatly in nations of Europe, often belying population figures. France, for example, has only about four-fifths the population of West Germany but has 1,500,000 more cars—5,013,300, top total on Continent. But West Germany has three times as many tv sets.*

Lever stayed in the business when the war ended.

In the meantime, because their basic materials of oils and fats were also basic to soap making, the Van den Berghs and Jurgens had entered the soap industry. All this time, too, the three businesses had been forming new companies or buying out existing ones which they thought they could operate more efficiently. These were generally businesses that could be conveniently carried on side by side with the making of soap and margarine.

■ Both these products lent themselves to production and marketing on the biggest scale. So did most of the other products of these three businesses which were nearly all necessaries intended to be consumed or used in the homes of millions and distributed more or less through the same channels.

The three were not entirely strangers to one another; they had their quarrels but they also had a considerable respect for the others. Their situation pointed logically to their coming together and it was only a matter of time before they did.

The first step was the formation of the Margarine Union in England and the Margarine Unie in Holland by Van den Bergh and Jurgens in 1927. Shortly afterward they were joined by two other businesses with similar characteristics—Hatogs, a Dutch firm which made margarine, among other things, and Schichts, which made both margarine and soap in Czechoslovakia and sold them throughout central Europe.

■ Then, in 1929, after a year of negotiations, the Margarine Union and the Margarine Unie were merged with Lever Brothers to form Unilever. It was the biggest amalgamation in European industrial history.

Basically, Unilever is twins—and Siamese twins at that. Its heart is two companies, Unilever Ltd. of Britain and Unilever N.V. of Holland. (N.V. is an abbreviation of Naamlooze Vennootschap and signifies a limited liability company.)

Each remains a separate corporation so far as stock ownership is concerned. This dual structure was brought about by problems relating to double taxation between countries and capital financing. Although in theory Limited (the British company) controls subsidiaries in Britain and the Commonwealth and N.V. (the Dutch company) controls those elsewhere in the world, including America, the two are unified into a single entity from a financial and operating viewpoint by certain agreements between the two companies.

■ These agree in perpetuity to share equally in combined earnings and to equalize dividends on stock. This pact produces some apparently strange results. Limited, for instance, has current net assets of $505,195,600 which is nearly double those of N.V. which stand at $323,954,400. Yet the Dutch company last year brought in trading profits of $163,133,600 which was $8,584,800 more than the trading profit turned in by its British twin. The only significance in these figures is that there is none. The money was pooled and split evenly.

The boards of the two parent corporations are identical and the Memoranda and Articles of Association are as similar as the legal systems of England and Holland will allow. The maximum number of directors is 25 (there are 23 at present) but no provision is made as to the number of Dutch or British representatives because the organization is integrated rather than two-fold.

■ At the head of the organization this year is a new chairman, 54-year-old George Cole, a quiet man with none of the hallmarks of the tycoon. He took over at the annual general meeting of shareholders on April 26 from Lord Heyworth, who retired after 48 years with Unilever.

Mr. Cole, like Lord Heyworth, started work with Unilever when he left school. Lord Heyworth started as an office boy earning £47 ($253) annually. Mr. Cole

started at 17—because he needed a job.

"I started as a junior statistician," said Mr. Cole, adding with a chuckle, "just about the most junior. I remember my pay then very well—£85 ($425) a year."

■ Today, having risen from office boy to boss, Mr. Cole sits in an austere panelled office in the sweeping Unilever office block on the Thames Embankment running a business employing 283,000 people—of all nationalities. He lives with his wife and two children, a boy of 14 and a girl of 9, in the Royal Borough of Kensington in west central London.

He is really the key man in the operation. Because a 25-man board is too large to deal in the first instance with matters other than general policies, the organization is run by a three-man special committee. These three, of whom Mr. Cooper is chairman, are freed from all routine duties.

To this special committee of three is delegated the power to deal with broad policy, to coordinate the work of other directors and to supervise the operations of the advisory and service depart-

George Cole Lord Heyworth

ments. Their recommendations and an account of their activities are submitted to the appropriate board at a weekly meeting.

■ The directors are paid not as directors but as managers. Those not belonging to the special committee fall into two broad groups:

- Members of teams controlling or managing particular sides of the business.
- Heads of more specialized departments.

■ Alongside these two groups are specialist advisory and service departments whose advice and assistance are available to all levels of management. Each department acts as a repository of the latest and best knowledge in its own sphere and makes it available wherever it may be needed throughout the organization, especially in the form of advice to any section asking for it.

These departments include accounts, advertising, audit, buying, economics, finance, information, insurance, international affairs, legal, marketing, personnel taxation, transport, technical and research. Their function is essentially a staff one.

As the chief of staff, as it were, Mr. Cole can be serenely certain that his team of directors will not be disturbed by the stockholders of either the British or Dutch corporations as they go on carving the destinies of Unilever.

■ The power to nominate board members of Unilever Ltd. is entirely in the hands of the holders of 100,000 shares of deferred stock; for Unilever N.V. it lies with the holders of the particular common shares numbered from 1 to 2,400. Who owns these? Half of each are owned by a little-known British firm, United Holdings Ltd. The other half belong to an equally obscure Dutch corporation, N.V. Elma. And who controls these companies? United Holdings is owned by Unilever Ltd. and N.V. Elma is owned by Unilever N.V.

In short, it is a closed circuit; any new Unilever board member must be nominated by the present board.

But this does not seem to deter stockholders. Practically all the capital of the two parent companies is owned by members of the general public, several hundred thousand of them in different parts of the world.

■ Unilever stock is listed on no U.S. stock exchanges, yet American investors have put more than $50,000,000 into the business. They are, of course, quoted on London and Amsterdam stock exchanges. For some years, too, N.V. shares have been quoted in Paris and last year arrangements were made for quotation in West Germany.

In identical speeches to stockholders last year, Lord Heyworth, chairman of Unilever Ltd., and F. J. Tempel, chairman of Unilever N.V., spoke of Unilever as an international business and said:

"It is, therefore, becoming simpler for investors in various countries to have a stake in the prosperity of Unilever as a whole. They generally prefer N.V. shares to the shares of Limited, partly because N.V. shares are bearer shares and partly because Dutch tax bears less heavily than British on the foreign investor. As a result about 35% of N.V.'s ordinary capital is held outside the Netherlands, but the capital of Limited is much less widely distributed."

■ They also spoke of the "marked change in our practice" under which it was now possible for people to put money into their local Unilever enterprises. In the past is was almost invariably the policy to have the shares of all Unilever enterprises wholly owned by one or other of the parent companies.

"Nowadays it is becoming easier to attract capital on terms that we find reasonable, and we are doing it in various parts of the world," they said.

This no doubt stems from another change of policy—in public relations—that Lord Heyworth laid down in a 1942 memorandum.

■ A company handbook prepared for the Unilever Managers' Training Courses says that during World War II much thought was given to the situation that would arise in the postwar world.

"Our public relations policy, in particular, was considered in the light of the need for industry to have regard to the social consequences of its actions. The capitalist system, private enterprise, the profit motive would all be placed on trial, and Big Business, merely because it was big, would become suspect in the eyes of many," it said.

■ It then quoted from Lord Heyworth's memorandum:

"This does not involve a change of outlook but rather that the public in general should be conscious of our attitude. This implies changing from a negative attitude in what is generally described as 'public relations' to a long-term positive and progressive plan."

Unilever is particularly touchy about this aspect of Big Business. The handbook on public relations, referred to above, notes:

■ "The nature, size and ramifications of Unilever impose special problems with regard to publicity.

"Unilever, being a holding company, does not, as such, manufacture or market products. The general consuming public, therefore, is not aware of being in close or daily touch with Unilever. Thus great care has to be taken when giving information to the general public about our operations, since too sudden a revelation of large and diverse activity might arouse hostile criticism. . .

"Because of its size, Unilever has to be watchful that nothing is done that encourages attack on

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the grounds of monopoly.

"These considerations must influence the formation of public relations policy.

"There are, too, some aspects of the behavior of the Unilever group generally that are of special importance. . . . [including] our policies towards, and expenditure on, consumer advertising. . ."

■ In view of this and because of the secrecy with which most British companies surround their advertising, it created something of a sensation in April, 1958, when Lord Heyworth courageously told Unilever shareholders that the company spent £83,000,000 ($232,400,000) on all forms of advertising throughout the world during 1957 (AA, May 5, '58).

As economists Ralph Harris and Arthur Seldon noted in their book, "Advertising in a Free Society":

"Lord Heyworth's purpose was to emphasize that his company regarded expenditure on this scale—only £2,000,000 ($5,600,000) short of the year's trading profit—as essential to its continuing prosperity. Unfortunately, he contented himself with general arguments which, however cogent, did not throw much light on the part played by advertising and other distribution costs in promoting the sales of different products.

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RESEARCH—*Unilever maintains a big research marketing services laboratory at Port Sunlight, Britain. Here a technician evaluates cleansing properties of washing powder in washing machine.*

■ "The £83,000,000 ($232,400,000) covered 'hundreds of brands and a wide range of goods . . . spread over nearly 200 companies . . . and more than a hundred countries.' He revealed that North America alone accounted for nearly half the total, but gave no clue to the total expenditure in Britain. From the *Statistical Review* we can estimate that Unilever spent over £7,000,000 ($19,600,000) on press space and television time alone in Britain; when cinema, shop display, bargain packs, coupons and sampling are brought into the reckoning, the total advertising budget [for Britain] could not have been far short of £15,000,000 ($42,000,000) in 1957.

"We still do not know how this was divided between the 50 Unilever products advertised here, nor even what the turnover of these products was, together or separately. All we can deduce from the company's accounts is that the £83,000,000 ($232,400,000) of advertising represents an average of 7% spread over its world sales of £1,200,000,000 ($3,360,000,000) in 1957. Such a figure is almost meaningless because some of the goods included are not advertised at all; some are lightly, and others very heavily advertised."

■ Advertising Age has attempted on several occasions to pierce this veil, even partially, with no outstanding success.

In 1957 it calculated the recorded expenditure on press advertising by 15 Unilever subsidiaries in Britain on products ranging from canned peas (Batchelors Peas Ltd.) to detergents (Omo, Surf, Persil, and Quix), from toothpastes (Gibbs S.R., Pepsodent, and Mentasol) to frozen foods (Birds Eye (Sales) Ltd.), and from cattle foods (Levers Cattle Foods Ltd. & Ocean Harvest Ltd.) to ice cream (Walls Ltd.). The total came to $12,507,448 in 1956.

Yet this was a long way from the total advertising budget for the British operating companies. For one thing it included no television or advertising in any other media. For another it did not contain all the press advertising, only that recorded by the *Statistical Review*. For yet another it did not include by a long chalk all the British operating companies which were advertising.

■ Recent requests for a list of Unilever subsidiary companies have been turned down on the grounds that one is "not available."

Interviews with company officials on marketing and advertising activities were inclined to be in the same rather vague terms that are used in the company's annual reports:

"Margarine and other edible fats: Sales in tons: 1957—1,617,000; 1958—1,605,000; 1959—1,653,000.

■ "Europe: There was less butter for sale in Europe than in 1958 and we were able to sell more margarine, especially premium brands; profits increased. We also sold more cooking fats, in spite of cheap lard in some countries.

"Blue Band and Summer County (brands), in the United Kingdom, won back all they had lost to cheap butter in 1958, but the tonnage of our cheapest brand, Echo, fell. We sold more Stork than in 1958 and the total sales of margarine increased satisfactorily . . .

"In the Netherlands, with greater sales, we held our share of the market for margarine. Demand for premium qualities is gradually increasing . . .

■ "In Germany, sales of butter went on rising at the expense of margarine. Although we held our share of the total market and were able to increase the sales of Rama, our premium brand, turnover of cheaper brands fell . . .

"Our business in Turkey did well.

"United States: Sales of margarine and shortening were virtually unchanged . . ."

(The previous annual report had noted "Our sales of margarine and shortenings were higher in the United States and Canada.")

■ Such comments, of course, say something while saying nothing. When a company executive was asked the total global advertising budget for 1959 he said:

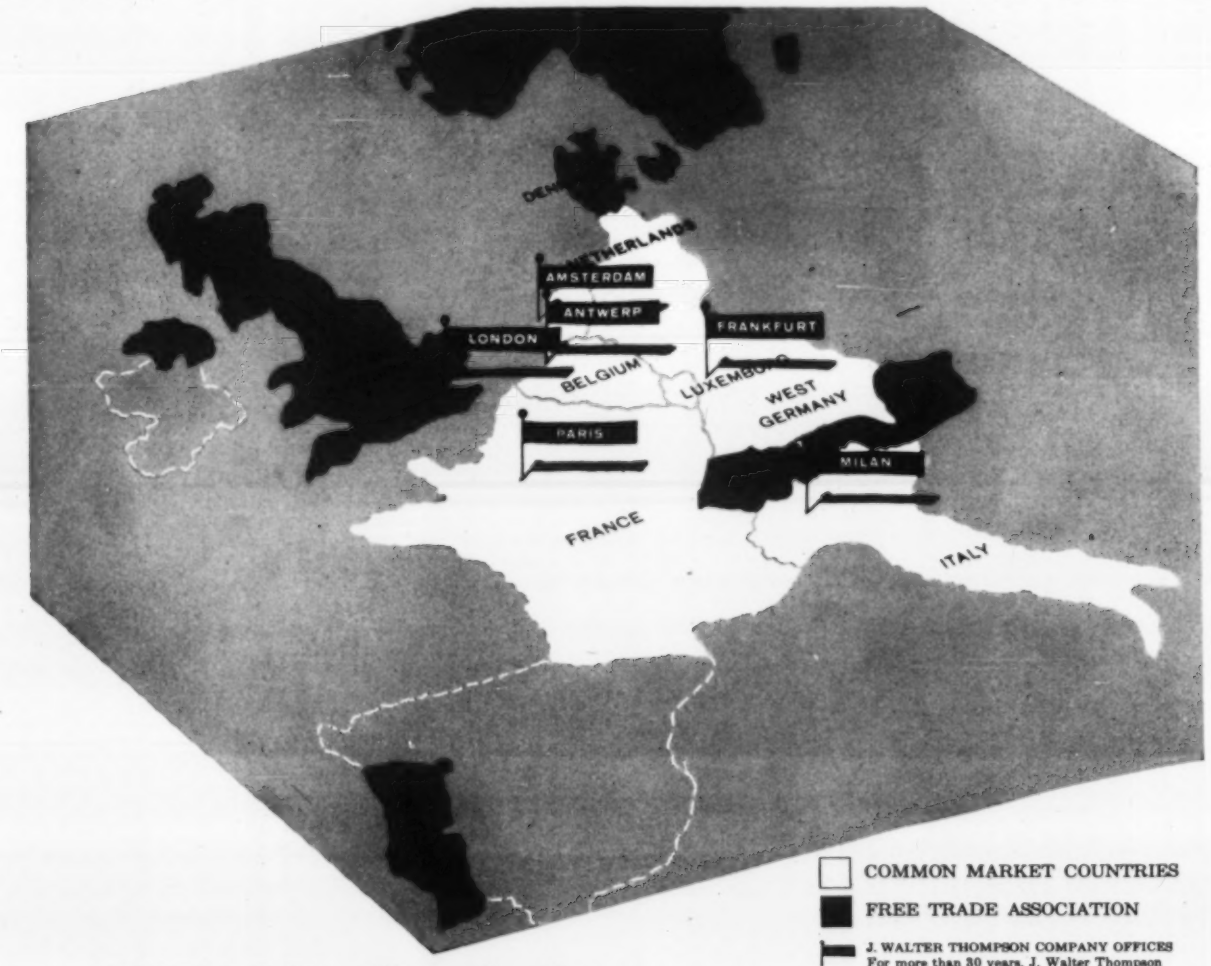
"Well, in 1957 it was £83,000,000."

It was pointed out to him that the 1957 figure had been published when Lord Heyworth revealed it.

"What," he was asked, "was the figure for 1959?"

After a few moments consideration, he said:

"If you say about £100,000,000 ($280,000,000) you won't be far out."



EUROPE offers both promises and perils for U.S. business

You have to be there. You have to live with the Common Market and the "Outer Seven" to keep on top of their explosive development, and to understand their effects upon and relations with American business.

For this reason, a continuous exchange of up-to-the-minute marketing intelligence is maintained by J. Walter Thompson Company's offices in Europe.

In addition, every 90 days, the management of these offices meets—in succession, in Paris, Frankfurt, Amsterdam, Antwerp, Milan or London—for a review in depth of current economic progress and marketing research programs in Common Market and Free Trade areas.

Almost 150 U. S. firms already are involved in the Common Market movement or the Free Trade countries. Others are joining them every day.

U. S. companies are merging, buying, building, expanding and licensing to capitalize on virtually unlimited opportunities that are envisioned in prospering and fast-growing European markets. It is obvious that such steps can benefit by thorough understanding of marketing and experience in these countries.

J. Walter Thompson Company has major offices in five of the six Common Market countries, and an office in London which, by itself, is Europe's largest advertising agency. In addition, we have contact offices in each of the other Free Trade Association countries. Our offices have both understanding and long marketing experience in these countries which we shall be happy to discuss with you at your convenience.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Johannesburg, Cape Town, Durban, Port Elizabeth, Nairobi, Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Manila.

THE ECONOMICS OF ADVERTISING

$2¼ MILLION DOCUMENTED SALES FOR AN ADVERTISING EXPENDITURE OF $4300

In all successful advertising there must be a message of public interest...a suggested advantage to the reader that will promote a favorable reaction.

Daily newspapers provide an interested audience for advertisers... at the lowest advertising cost of any medium.

An interested audience **plus** low-cost coverage makes daily newspaper advertising the cheapest and most effective form of advertising.

Recently a member of the CAAA* placed an advertisement for a large financial institution in CDNPA member newspapers at a cost of $4300.

This specific advertisement contained a coupon and invited interested newspaper readers to fill in such coupon **and send an accompanying cheque** subscribing to the securities being advertised.

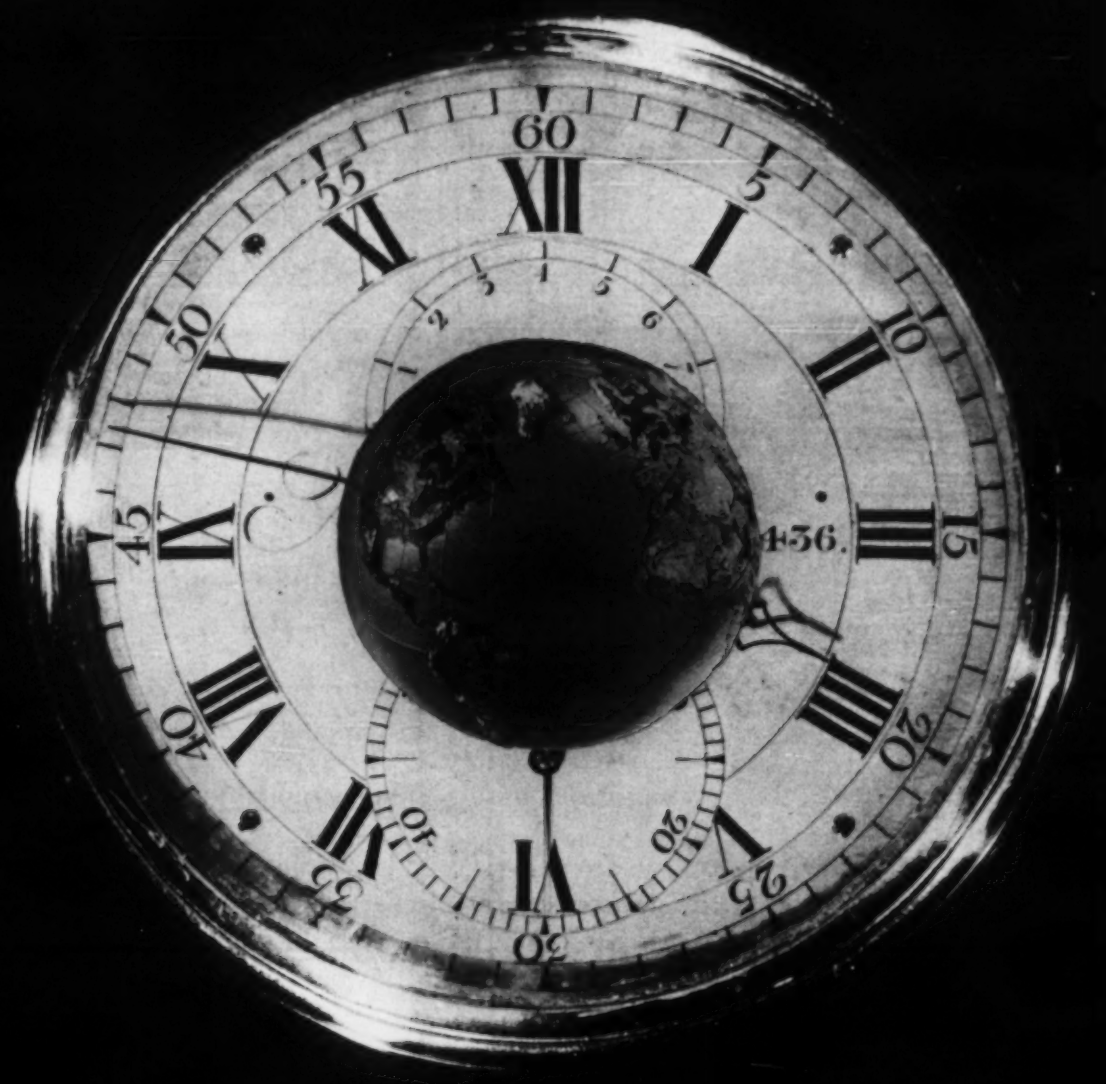
The advertisement in question **produced coupons with cheques attached, with an approximate value of $2¼ million.**

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION

55 University Ave., Toronto 1, I. H. Macdonald, General Manager

**These facts are vouched for by the Canadian Association of Advertising Agencies*

TIME TIME TIME TIME TIME TIME TIME TIME



TIME TIME TIME TIME TIME TIME TIME TIME TIME

WHAT JETS HAVE DONE TO WORLD MARKETS

Today's 600-mile-an-hour jets and sun-circling rockets have given time a fresh meaning, and timing a new mission.

Now international markets are just hours away. Their potential grows as distance shrinks. At the same time, the problem of priorities arises. Marketers who wish to expand overseas have to decide where and when to start.

For more than 30 years, McCann-Erickson International has been preparing for just such developments. In 21 countries, a network of 58 offices uses our total marketing methods to define and reach specific local sales objectives.

Recently we crossed the international date line to establish two new offices in Australia. In the promising European Common Market area, we have set up offices in Milan and Rotterdam. These supplement our service offered in Paris and Brussels, and in four leading cities of Germany.

To keep pace with the world's exploding population, still other offices are scheduled. We are ready now to help our clients meet their priorities in all markets where opportunities are most attractive.

McCANN-ERICKSON CORPORATION (INTERNATIONAL)

He was then told that a qualified Unilever source had previously given £100,000,000 as the figure for 1958.

"Has there been no increase on that in 1959?" he was asked.

He grinned. "Well, if there has," he said, "if certainly hasn't gone to £200,000,000 ($560,000,000) yet."

■ Much of Unilever's advertising is handled by its house agency, Lintas Ltd. There are 22 such agencies, each a separate company and independently run, operating in as many countries.

There is a Lintas agency in Britain, France, Finland, Denmark, Sweden, W. Germany, Austria, Italy, Switzerland, Spain, Portugal, Holland, Belgium, South Africa, Rhodesia, New Zealand, Australia, Brazil, Argentina, India, Pakistan and Indonesia.

In those countries where agency associations have rules against member agencies being owned by either advertisers or media owners, they lack official recognition.

■ In Britain, for instance, home of the oldest and biggest Lintas operation, the agency cannot qualify under the existing by-laws for membership of the Institute of

Ivor Cooper S. R. Green

Practitioners in Advertising, the British equivalent of the Four A's.

But they are more than tolerated by the IPA. For one thing the agency's peculiar position makes it more conservative than most other agencies in its dealings with other agencies and advertising interests. As far as is possible for it to do so, said its chairman, S. R. (Tim) Green, it operates by the IPA code of conduct and by-laws, even though not in membership.

In Britain, Lintas operates 100% as a house agency. It takes no outside accounts at all. But it doesn't get the business of Unilever subsidiaries automatically. Mr. Green explained that operating companies are left to choose their own advertising agency and that Lintas must therefore be competitive with the best outside agencies if it wants to win the business. At present some ten agencies apart from Lintas handle some part of Unilever business in Britain.

■ They are Mather & Crowther (Batchelors Foods, Mac Fisheries, Pepsodent, Sunsilk shampoo); JWT (Dove, Lux flakes, liquid and toilet soap, Persil detergent, Twink home perm and setting lotion); London Press Exchange (Knights Castile soap); S. H. Benson (Blue Band margarine, Omo detergent); Young & Rubicam (Gibbs S.R. toothpaste); Colman, Prentis & Varley (Breeze toilet soap, Handy Andy household cleaner); Foote, Cone & Belding (Shield toothpaste); Pritchard Wood & Partners (Summer County margarine); S. C. Peacock (Lever's cattle foods, Crossfields farm food stuffs), and BBDO (Spree soft drink).

Lintas itself handles Birds Eye frozen foods, Astral toilet soap, Cookeen shortening, Lifebuoy toilet soap, Lyril toilet soap, Pears Cyclopaedia, Puritan soap, Quix liquid detergent, Rinso, Stork margarine, Sunlight, Surf, Vim cleanser, Wall's ice cream, sausages, and pies.

■ "Like any other agency," said Mr. Green, "Lintas tries to avoid conflicting accounts although they belong to the Unilever group. For instance, we handle Rinso but its competitor Persil, another Unilever product, is handled by JWT. Then we handle Surf but Omo is handled by Benson."

Since it is part of the Unilever policy for its subsidiary companies to compete with one another for market shares in their particular fields, it could be embarrassing to have competing products in the shop. Security about marketing plans for competing brands would be a difficult thing to maintain.

"We have to keep professional standards and toe the line even more than the other agencies," said Mr. Green. "We have to be able to attract professional advertising talent, for one thing.

■ "A copywriter or visualizer who comes to us doesn't think of himself primarily as employed by Unilever, he thinks of himself first as an employe of an advertising agency called Lintas.

"And in order to be able to attract professional advertising people you have to be able to provide them with interesting accounts and advertising situations. If the only accounts you can offer him to work on are two hard soaps and a detergent, then he's not going to be very happy about his advertising career."

■ Within the Lintas organization in London, though not a part of it, is the Unilever media department. This is a separate media booking operation that buys all the time and space required by Unilever operating companies. Lintas—and the other 10 agencies handling Unilever advertising in Britain—make their requests for space and time to this department.

For this service the Unilever media department charges part of the agency's commission. This is a situation which was produced by creating a department to meet a specific need and which eventually proved itself indispensable to the Unilever way of working.

"When you are as big an advertiser as Unilever—or its combined operating companies are—then you must speak to media with one voice," said Mr. Green.

■ "Otherwise media owners can play one subsidiary company off against another, telling that the plans of one cut across those of another. By having a central media buying department for all advertising you avoid that. You also gain added flexibility—where the occasion demands it, you can switch space or time booked for one advertiser to another in emergencies."

This central buying of space and time is common to Unilever advertising practically throughout the world. In the U. S., for instance, where Lintas does not operate, the agencies handling Unilever business agree between themselves that for a fee, one of them will do the space and time buying for all of them.

Lintas London, as the biggest and oldest agency in the Unilever organization, keeps an avuncular eye on its siblings overseas. But it has no direct control over their operations.

■ Like the London office, they are not guaranteed the advertising of local Unilever operating companies. But in many cases there is no alternative. Like all companies within this vast empire, they must justify their existence by results.

This means that in countries where it would be uneconomic to run an agency just for the local Unilever companies, they take in outside accounts.

Ivor Cooper, adviser to the Unilever board on marketing and advertising matters, pointed out that Lintas offices overseas often play their role in helping the development of advertising.

***A weekly magazine which provides**

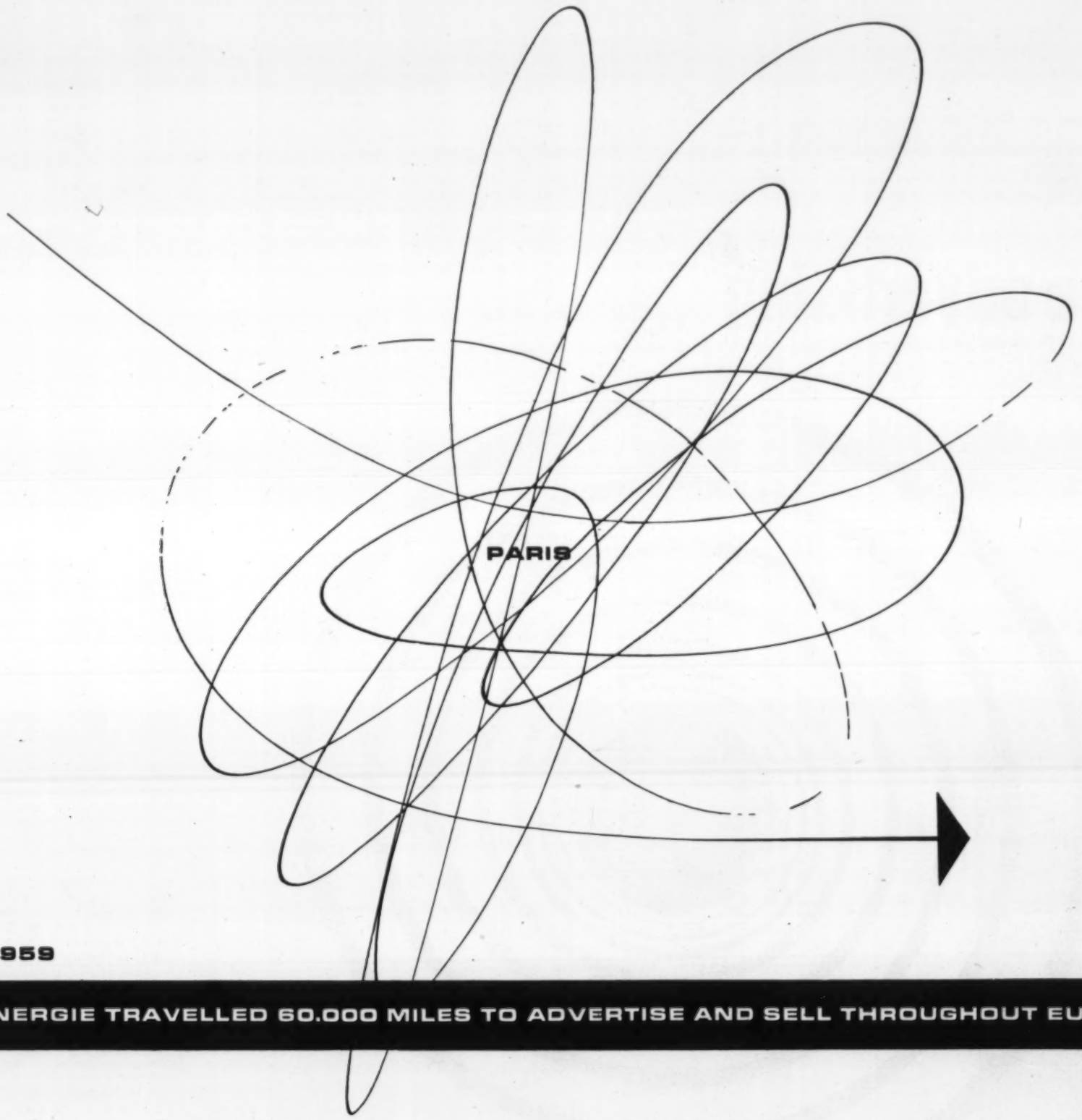
- High-quality, world-wide editorial coverage...the most comprehensive of any Italian magazine
- Extensive readership among top-income groups
- Concentrated circulation in areas where purchasing power is greatest

Arnoldo Mondadori Publications

Represented in the U.S.A. and Canada by

The Robert T. Kenyon Company

527 Madison Avenue • New York 22, N.Y. • PLaza 5-1282



IN 1959

SYNERGIE TRAVELLED 60.000 MILES TO ADVERTISE AND SELL THROUGHOUT EUROPE

THESE INTERNATIONAL FIRMS ARE CLIENTS OF SYNERGIE :

AIR WICK
CALTEX
FORMICA
MAX FACTOR HOLLYWOOD
OMO (UNILEVER)
PARKER PEN
SUNSILK

GENEVA, MILAN, BOURNEMOUTH, BRIGHTON, LONDON, BRUSSELS, LUXEMBOURG, AMSTERDAM, VIENNA, SAARBRUCK, DUSSELDORF, ESSEN, FRANKFURT, MUNICH.

IN 1959, ADVERTISING AND MARKETING SPECIALISTS OF SYNERGIE JOURNEYED TO THE 4 CORNERS OF EUROPE LAUNCHING NEW PRODUCTS AND MAKING CONTACT WITH OUR CORRESPONDENT AGENCIES AND OUR CLIENTS. SYNERGIE FEELS AT HOME EVERYWHERE IN EUROPE.

SYNERGIE KNOWS HOW TO ADVERTISE AND SELL IN EUROPE.

SYNERGIE-R.O.C. (THE MARKETING AND RESEARCH BRANCH OF SYNERGIE) DIGS OUT THE DOWN-TO-EARTH, FACTUAL INFORMATION ESSENTIAL TO SUCCESSFUL CAMPAIGN PLANNING IN HALF A DOZEN LANGUAGES. AS A MEMBER OF ROC-INTERNATIONAL (AN INTERNATIONAL NETWORK OF RESEARCH ORGANIZATIONS) SYNERGIE-R.O.C. CAN UNDERTAKE MARKETING RESEARCH COVERING THE EUROPEAN COMMON MARKET AND GREAT BRITAIN.

SYNERGIE IN PARIS GIVES YOU THE ALL-ROUND SERVICE, THE BRILLIANT CREATIVE DRIVE YOU WOULD EXPECT FROM A TOP AMERICAN AGENCY.

WE WOULD BE GLAD TO GIVE YOU MORE INFORMATION ON OUR ORGANIZATION, ITS METHODS AND ITS ACHIEVEMENTS AND TO HELP YOU WITH YOUR ADVERTISING AND MARKETING PROBLEMS IN EUROPE.

SO CALL ON US DURING YOUR NEXT TRIP TO THE CONTINENT OR WRITE TO US NOW.

SYNERGIE 31, RUE DE COURCELLES - PARIS 8e
FRANCE - TÉL. BAL. 95-50
CABLE ADDRESS : PUBSYN-PARIS

"In all our activities, in the production, marketing and advertising companies under the Unilever flag, we give of time and money to encourage raising standards without falling afoul of local fights.

"We make no bones about the fact that we do this in our own interests. But at the same time what helps us also helps others.

"For instance, we were instrumental in encouraging Nielsen to come to Europe. Not long after they became established here they were also serving our competitors.

"Lintas in Germany, for instance, was one of the founders of the local association that campaigned for higher advertising agency standards. They have also helped in the field of media research, as has Lintas in France."

Mr. Cooper himself plays a role in helping to raise international advertising standards by serving as chairman of the advertising committee of the International Chambers of Commerce.

He explained that Unilever does not interfere in the day-to-day running of its many subsidiary companies. They are left to do their job in their own way as they see fit in the light of local market conditions.

■ The parent companies retain the final say on capital expenditure, selection and pay of top executives and the annual operating plan.

Under the annual operating plan, the operating company first estimates its prospective sales and margins and arrives at an estimate of the following year's profit or loss. This is discussed in detail, usually during a visit by a member of the appropriate control group in the parent company. Members of the service and advisory departments, if needed, will attend these discussions.

The plan is gone over in detail and perhaps adjusted. When it is finally agreed, it is brought forward by the control group for approval by the three-man special committee in London. After that it is made known to everybody in the organization who needs to know about it, especially all the advisory and service departments.

■ Because planning is really a continuous process, those responsible for the execution of the plan have, of necessity, to revise and modify it in order to meet the practical difficulties and unforeseen development with which they are faced in carrying it out.

"It is seldom, however, that the alterations are so drastic as to require fundamental revision of the figures contained in the original estimates," says the Unilever handbook on organization, based on a 1949 speech by Lord Heyworth.

"Once the plan has been accepted it is for the operating unit itself to take all the short-term decisions required to carry it out. Thus within the limits of the plan it can buy its own raw materials, alter its selling prices or change the size of its staff."

NEW FRANCE—*To pay by check was rare in France five years ago. Today, Credit Lyonnais takes full pages in magazines, urging French women to be "young and modern." Publi-Service is the agency.*

■ The second control is the capital expenditure budget. This includes all items on which it can be foreseen that money will have to be spent by the operating company during the year.

It was on this control, apparently, that the American end of Unilever went into the red some years back.

Its big U.S. subsidiary, Lever Bros., was late in getting into the synthetic detergent field. The market for its traditional soap powder, Rinso, was smashed by synthetic Tide, produced by Procter & Gamble, its big competitor in the soap field. Outsiders pinned the blame for the disaster on the youthful Charles Luckman, who had brilliantly promoted Pepsodent toothpaste. Unilever officials did nothing to correct that impression.

■ P. A. R. Puplett, in his book, "Synthetic Detergents," follows this line by saying: "The resignation of Mr. Luckman, president of Lever Brothers, Massachusetts, gives an indication of Unilever's opinion of the probable cause of the slower approach in the United States."

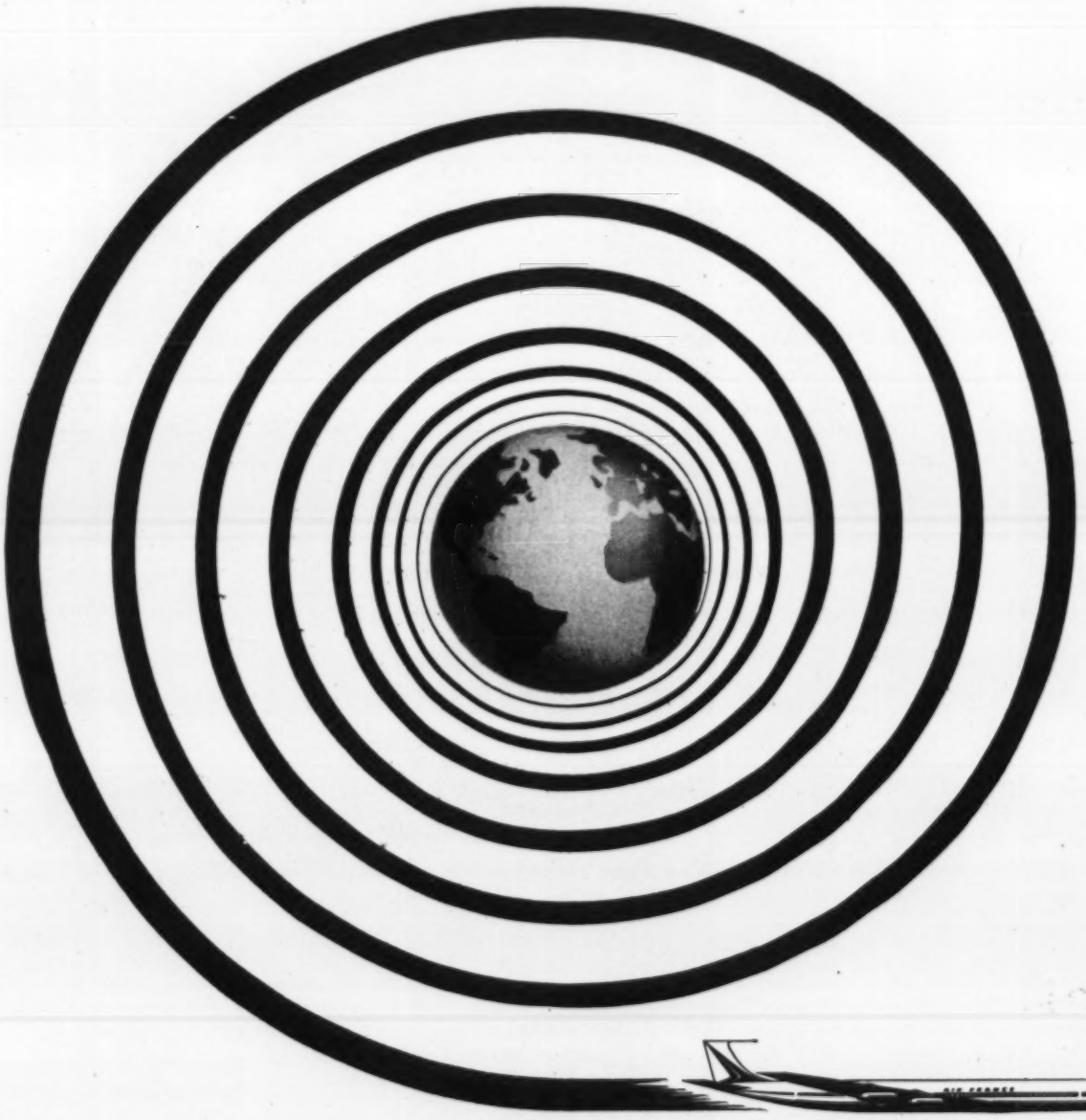
It is now generally accepted, however, that the view in Unilever was that synthetic detergents were merely a wartime substitute for soap and would not be able to compete against soap when it returned to the market in quantity. For this reason, Mr. Luckman's capital expenditure budgets, which called for heavy investment in order to get the company into the synthetic detergent field on a vast peacetime scale, were turned down. The parent company doubted there would be a market and decided the best policy was to wait and see.

It was, apparently, the wrong decision. There have been others. Someone once said that the man who didn't make a mistake didn't make anything.

■ In the Unilever organization there are about 200 people who take on themselves the decisions which make or mar the success of the business as a whole. These 200 are a constantly changing group, depending on the problems that are thrown up.

There have been mistakes and wrong decisions in the past. The odds are there will be others in the future. But Unilever, characterized in a report by the U.S. securities firm of Smith, Barney & Co. as "an international organization unmatched in diversification," can expect to gain on the

20, ST. ANN'S SQUARE, MANCHESTER 2, ENGLAND
73 GROSVENOR STREET, LONDON W.1.
Roe advertising
FOR BUILDING BIGGER BUSINESS IN BRITAIN & EUROPE



The largest route network of any airline . . .
more than 8 times around the world!

204,500 UNDUPLICATED MILES! A distance no other airline can match. The Air France fleet covers the largest network of routes in the world. A vast system that links a total of 220 cities, 76 countries, and 5 continents. Almost *two times* larger than any other airline in the skies today!

But size is just one of the *many* things passengers are impressed with on Air France. The world's largest airline flies the world's most thoroughly tested jets... Boeing 707 Intercontinentals for long-range trips or the greatly favored Caravelle Jets for shorter journeys. All transatlantic flights are piloted by men each with 10,000 hours of flying experience. And back of every take-off is a priceless reservoir of meticulous training, technical skill and flying ability gained by more than 7 years of intensive experience with pure jet aircraft.

No wonder more than 3,000,000 passengers confidently flew Air France planes in 1959 and will be joined by many, many more in 1960!

AIR FRANCE JET
WORLD'S LARGEST AIRLINE / WORLD'S MOST PERSONAL SERVICE

People have faith in Reader's Digest • Ihmiset luottavat Valittuihin Paloihin • Man har Tillid til Det Bedste fra Reader's Digest • Die ganze Welt hat Vertrauen zum Reader's Digest • الناس يثقون فى "ريدرز دايجست" • Een ieder vertrouwt op de Reader's Digest • Le monde entier fait confiance au Reader's Digest • Todos confiam no Reader's Digest • Folk har förtroende till Det Bästa ur Reader's Digest • Folk staler pá Det Beste fra Reader's Digest • 信頼されるリーダーズダイジェスト • Todo el mundo tiene fe en el Reader's Digest • Il mondo intero ha fiducia nel Reader's Digest • People have faith in Reader's Digest • Ihmiset luottavat Valittuihin Paloihin • Man har Tillid til Det Bedste fra Reader's Digest • Die ganze Welt hat Vertrauen zum Reader's Digest • "ريدرزدايجست" • الناس يثقون فى • Een ieder vertrouwt op de Reader's Digest • Le monde entier fait confiance au Reader's Digest • Todos confiam no Reader's Digest • Folk har förtroende till Det Bästa ur Reader's Digest • Folk staler pá Det Beste fra Reader's Digest •

Everywhere "people have faith in Reader's Digest"

Published around the world in 13 languages, this unique and vital magazine speaks a universal language of human progress, optimism—and faith.

More than sixty-five million people read it each month . . . almost 4,000 advertisers use it each year throughout the free world.

Reader's Digest

The world's most powerful selling force is local wherever it goes

swings what it loses on the roundabouts.

- The interests of its subsidiary companies are so widespread that when one part of its business goes down, another goes up to compensate. It is the world's biggest soap business, but soap accounts for only 17% of its business.
- It is the world's biggest dealer in margarine, edible oils and fats. But that forms only another 16% of its business.
- Fresh, quick-frozen, canned and other processed foods, including ice cream, account for another 12% of its turnover.
- Toilet preparations, including perfumes, form 2% and animal feeding stuffs another 9%. Oils and fats used within the organization account for the biggest slice—23%.
- In addition it operates shipping lines, department stores, paper and packaging plants, bicycle plants, motor assembly plants and more than 200,000 acres of plantations.
- It sells tea in the United States through Lipton, and it buys the tails of desert sheep in Iran and sells them to carpet weavers.
- It has been dubbed "the universal provider." That's not far wrong. In order to move the goods to the consumers, it spends more on advertising than any other organization in the world.

One of its founders, Lord Leverhulme, who wrapped soap in his father's warehouse as a boy, was one of the first to prove the value of advertising in building up his soap business. But he shocked advertising men one day by saying: "Probably half of every advertising appropriation is wasted, but nobody knows which half."

- Lord Heyworth, who answered many criticisms of advertising in his now famous 1958 speech to stockholders, had something to say about that, too.

"We hope," he said, "we are on the way to bettering that score."

Who knows—maybe they are. #

Ad Volume Soars in West German Economic Boom

FRANKFURT, May 25—The West German economic boom continues unabated—and it's reflected in mushrooming advertising expenditures.

Figures released here by the Gesellschaft Werbeagenturen (GWA), an association of full-service advertising agencies, show that advertising volume soared from $400,000,000 in 1958 to $450,000,000 in 1959—a 12½% increase.

- This, however, is only one estimate, covering largely expenditures by advertisers through agencies. Others place German ad volume at a much higher level.

For example, the Verbandes Deutscher Werbeagenturen (ADW), another association of advertising agencies, recently estimated total German advertising at $860,000,000, a figure nearly double the GWA estimate.

The ADW said its estimate covered everything spent by manufacturers, including expenditures for fairs, trade shows, booklets and other sales promotion tools.

According to the ADW compilation, advertisers spent $260,000,000 in newspapers and $155,000,000 in magazines.

- Whatever the true figure, there is no doubt that it is going up and there is no question about the bouyancy of the German market. The Federal Statistical Office recently released figures comparing outlays by lower middle-income families between 1950 and 1958. This compilation showed the following increases during this period:

Foods, 165%; tobacco, alcohol, coffee and tea, 245%; housewares, 370%; clothing, 195%; entertainment and education, 260%; transportation, 350%.

- Consumer spending in West Germany went up by 7.5% in 1959. The much greater increase in advertising volume indicates the stronger competition for the consumer's mark. Much of this competition is coming from invasions of the German market by U.S. and other non-German manufacturers.

As an example of how advertising has skyrocketed, the Hegemann agency of Dusseldorf pointed out recently in its house organ, "European Marketing Mirror," that space advertising for electrical household and kitchen appliances in the first half of 1959 "was more than two and one-half times what it had been in the first half of 1957."

- What does advertising cost the German consumer in prices? This is a question frequently asked here and the Institute for Market Research in Germany has now compiled data indicating that for consumer goods as a whole, advertising represents 2.7% of sales. The IMR produced the following table to show ad costs for a group of products which have typically high distribution costs:

AD COSTS IN % OF CONSUMER'S PRICE	
Cosmetics	**10.2%**
Soap, cleaning agents	**8.8**
Floor and shoe waxes	**6.0**
Cameras	**4.3**
Photographic film	**3.8**
Books	**3.5**
Stationery	**3.0**
Sewing machines	**2.1**
Clocks and watches	**1.8**
TV and radio sets	**1.3**

- One medium that has no trouble selling advertising here is television. Commercial time on German tv is limited to a half-hour daily—and it is completely sold out. Advertisers are looking forward eagerly to the appearance of a second tv channel, scheduled for next year.

The GWA, the association to which U.S. agencies here belong, has a new chairman—Hubert Stauf of Die Werbe, Essen. He replaces Horst Slesina of the Heumann agency. Herr Slesina has held the post for four years and stepped down because of the press of other duties. #

STILL TRYING—*Four-color magazine ad sparks annual Italian beer drive.*

Can It Be Done? Brewers Start Fourth Decade of Luring Italians to Drink Beer

ROME, May 25—For 30 years the Italian breweries have been trying to get Italians to drink more beer.

The campaign is in full swing again this year with the theme: "Whoever drinks beer is always young."

- The beer association's first campaign—in 1930—was handled by Erwin, Wasey & Co., which then had an office in Italy. The 1960 print advertising is being prepared by Studio Sigla, which happens to be the addressee on the top envelope in the postman's hand in the ad shown above.

Radio and tv commercials—featuring buxom Anita Ekberg—are being handled by SIRPI. #

STILL AT IT—*Poster for Belgian mineral water, Spa, was commissioned 30 years ago, is still going strong today.*

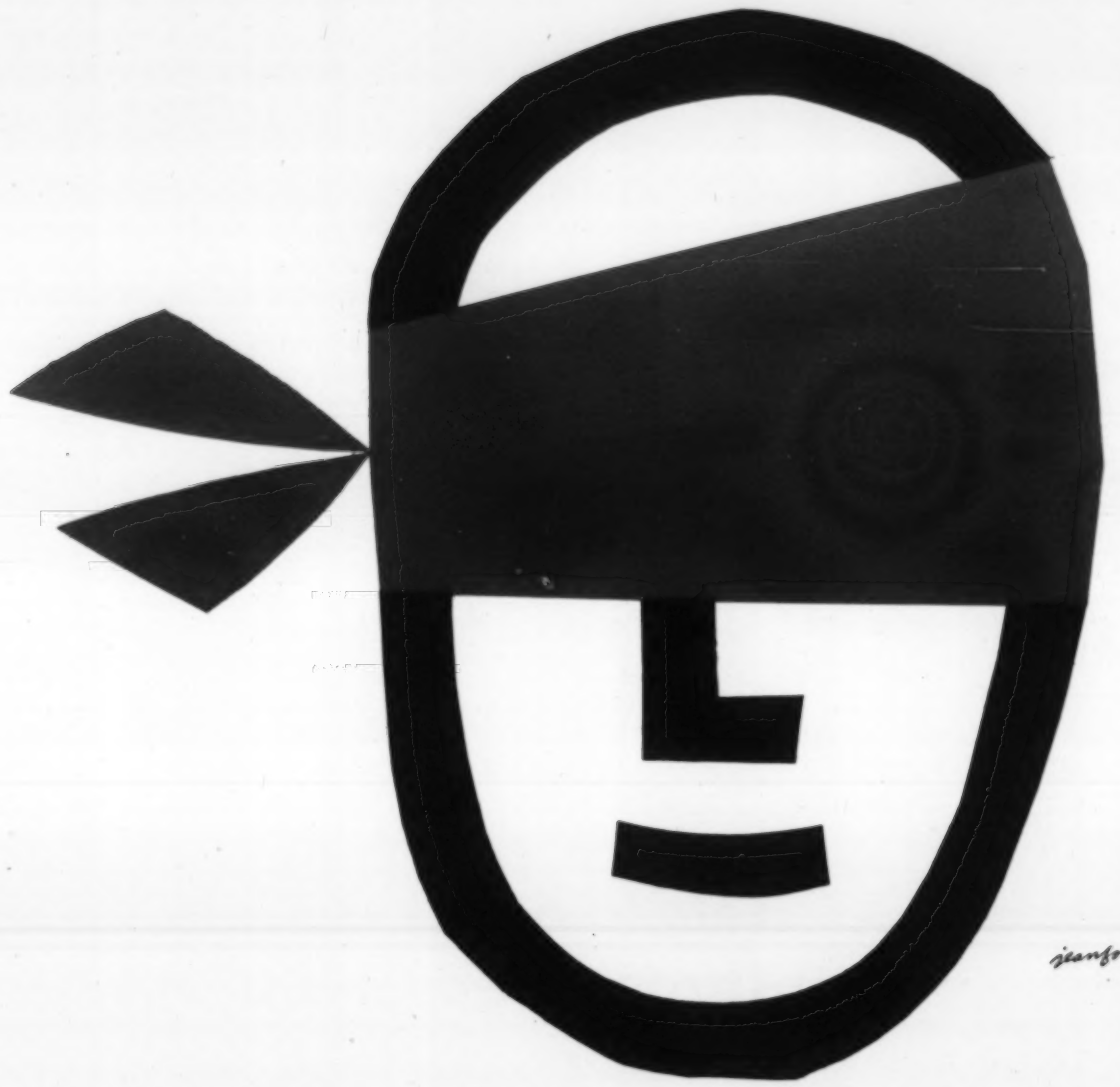
If you're looking
for an advertising agency
in Mexico, with a wide
affiliate setup, including all
of the Caribbean, Colombia
and Venezuela (and 8 offices
in the U. S. and Canada),
then you may be looking
for Publicidad D'Arcy S. A.
We have 18 years' experience
on the Mexican scene with a
complete advertising service
in all media. We know
the market, and we know how
to sell it. We've been doing
just that for some of the
most successful businesses
in this area. Write us.
Or when you're in Mexico,
come to see us.

PUBLICIDAD
D'ARCY

serves clients in
the following fields:

AIRLINES · AUTOMOBILES · ANIMAL FEEDS
BABY FOODS · BANKING · BEER
CIGARETTES · COSMETICS and SOAPS
CHEWING GUM · LIFE INSURANCE · LIQUORS
SOFT DRINKS · TEXTILES

PUBLICIDAD D'ARCY, S.A. PASEO DE LA REFORMA 330, MEXICO 6, D.



45 Million Frenchmen never saw you

you can make yourself known to them
through the media of RÉGIE-PRESSE
publisher's representative for France's big
circulation newspapers and magazines

7 DAILY newspapers		13 WEEKLY newspapers and magazines	
National Distribution	L'Aurore, 369 378 France-Soir, 1 070 394 Paris-Presse l'Int., 78 010	General Information	France-Dimanche, 657 170 Le Journal du Dimanche, 644 847 Jours de France, 356 944
		Feminine	Elle, 667 647 Festival, 295 885 Modes de Paris, 401 495 Nous Deux, 1 392 719 Secrets de Femmes, 254 560
Regional Distribution	Dijon : Les Dépêches, 43 135 Lille : Nord-Matin, 153 869 Lyon : Le Progrès, 353 986 Marseille : Le Provençal, 265 400	Technical	La Construction Electrique, 4 200 *
		Economic	Entreprise, 44 000 *
		For children	L'Intrépide, 224 295 * Top, 75 000 *
		Regional Distribution	Le Messager de la Haute-Savoie (Thonon), 43 000 *
2 MONTHLY publications: REALITES (all editions), 170 900 - CONNAISSANCE DES ARTS, 58 688			

(The figures given - except those marked by an asterisk - are circulation figures controlled by the "O.J.D." (French equivalent of A.B.C.)

For any information : RÉGIE-PRESSE : 133 Champs-Élysées - PARIS 8e - Bal. 12-91
RÉGIE INTERNATIONAL INC. : 610 Fifth Av. New York, Judson 6-6559

EUROPE'S DDB?—*Four ads across top of these pages are by Victor N. Cohen Advertising Agency, Zurich, often compared with Doyle Dane Bernbach of U.S. RIGHT: Ad for Opel Rekord (General Motors German car) urges "Choose the Right Size." ABOVE: More costly Opel Kapitan ad shows six formal males—"6 Cylinder . . . 6 Seats."*

TOUT SIMPLE—*French sock maker's humor, sparse copy make point: 3 pairs of nylon socks, $2.*

It's Getting Better, Too . . .

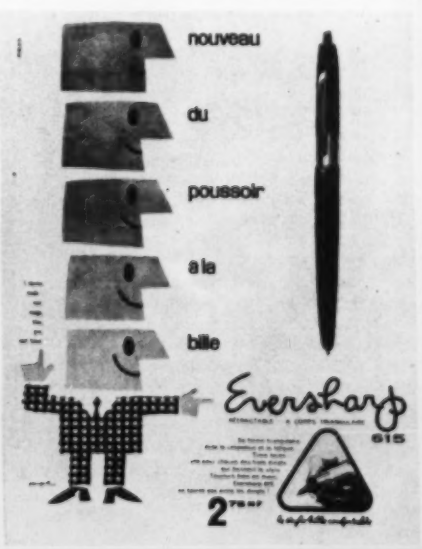
Hats to Socks to Cars, Ad Art Abroad Shows 'European Touch'

Advertising Age presents on these pages a gallery of current European advertising. No claims are made here that these are the "best" ads of Europe. Some are prize-winners. Others are not. They are presented here simply to show the kind of advertising being done today in Europe and to show—in some cases—the kind of products being promoted today in Europe.

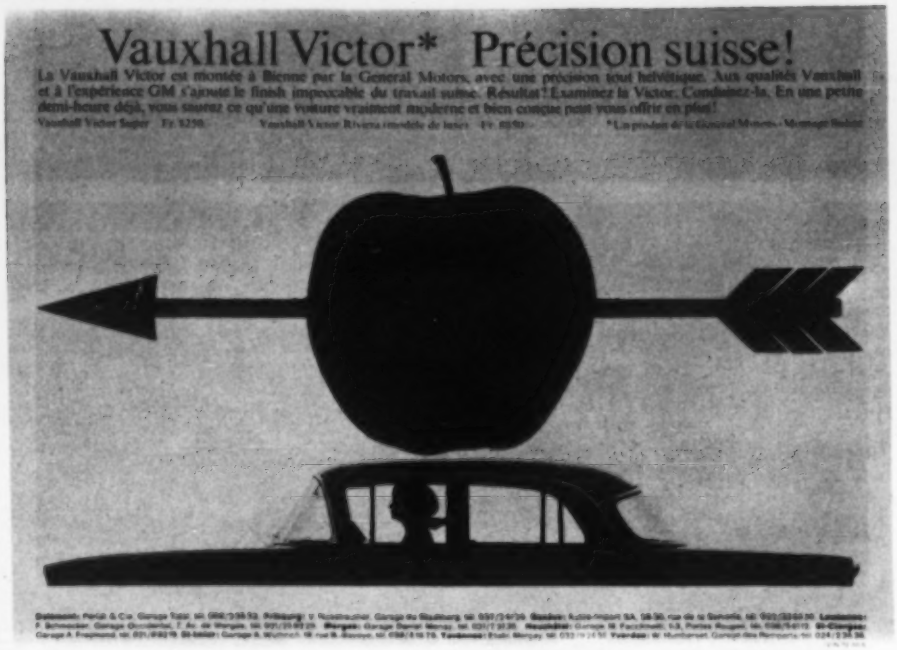
Generalizations are difficult to make. We think, however, that this small sampling indicates the booming consumer economy obtaining today in Europe. And we think it also demonstrates clearly that as advertising activity rises in Europe, the standard of advertising also improves notably. Anyone familiar with European advertising of five or ten years ago would attest to that, we are sure.

SOFT SOAP—*Fraus sell Persil 59 for Henkel, top German soap producer. Agency: Troost Werbeagentur, Dusseldorf. In France, Lever ad for Super Persil uses the old comparison technique to make maman uneasy.*

FREE—*"No, sir, nothing to pay," says Renault, selling used cars with free repair service in France.*

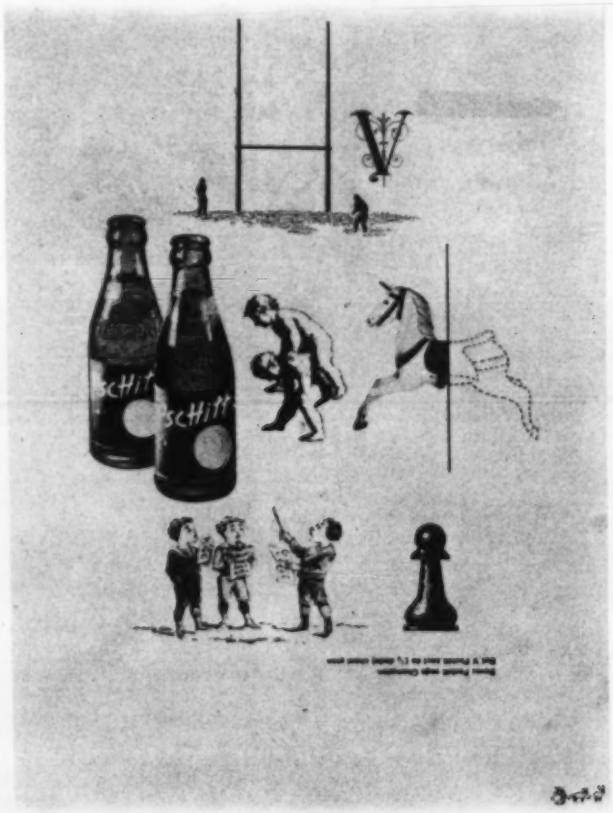


JOIE DE VIVRE—*Happy, colorful ad helps sell Eversharp ballpoints in France. Publicis is the agency.*

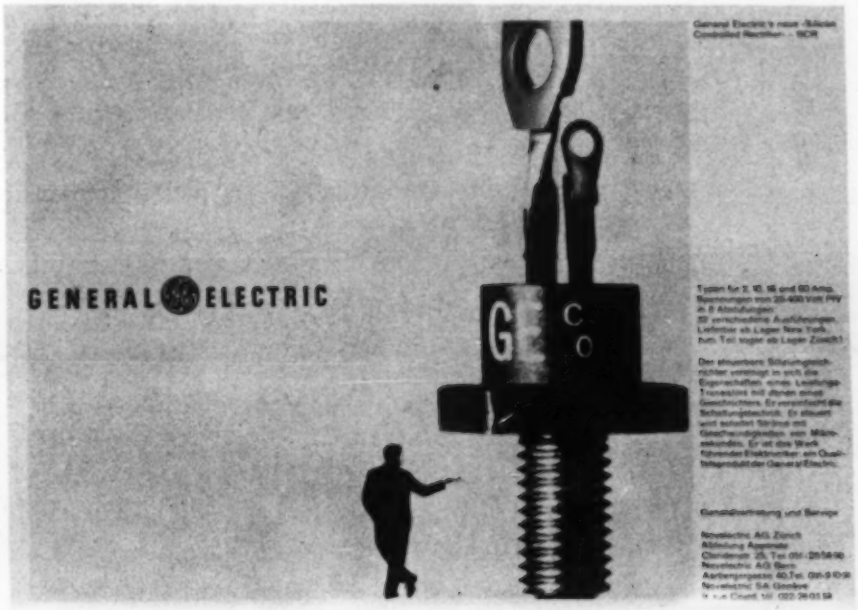

Vauxhall Victor* Précision suisse!
La Vauxhall Victor est montée à Bienne par la General Motors, avec une précision tout helvétique. Aux qualités Vauxhall et à l'expérience GM s'ajoute le finish impeccable du travail suisse. Résultat? Examinez la Victor. Conduisez-la. En une petite demi-heure déjà, vous saurez ce qu'une voiture vraiment moderne et bien conçue peut vous offrir en plus!
Vauxhall Victor Super Fr. 9250.
Vauxhall Victor Riviera cinq/sept places Fr. 8950.
*Un produit de la General Motors - Montage Suisse

PICTURE SAYS IT—*Without mentioning Wm. Tell, picture suggesting old fable backs copy: "The Vauxhall Victor is mounted in Bienne by General Motors with a precision all-Swiss."*

MORE SIMPLICITY—*Starkly simple product picture and five short sentences sell Galactina feeding bottles to "maman." RIGHT: General Motors, refrigerator leader in France, used blockbuster drive to launch Frigidaire washing machine, using racoon symbol. Agency is Publicis.*

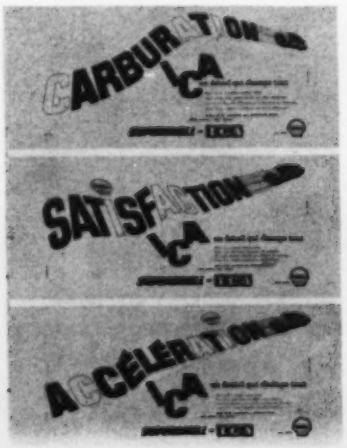


PSCHITT—*Whimsy pushes unpronounceable French soft drink.*



GE IN EUROPE—*Industrial ad dips toe in Europe. This ad, with big picture block and brief copy like its consumer ad cousins, promotes a GE silicon controlled rectifier.*

COLOR—*Ad pushes cheese-fruit combo for Netherlands Bureau for Dairy Products. Agency: Hegemann.*



PUZZLE—*Shell has spent millions in Europe to push ICA additive. French ad uses word play on ICA. Shell agency in France is Publicis.*

FROM A TO Z—*Royal Dutch Shell, one of world's largest advertisers, is in so many enterprises it can take any letter of alphabet to show contributions. Ad from current institutional series in Italy takes B as point of departure.*

Tighten Credit, Cut U. S. Imports . . .

Big Ad Salaries, High Costs Typify Venezuela, But It Seeks Changes

$7 Billion Four-Year Plan Aims for Nation's Self-Sufficiency

CARACAS, May 24—Nationalism, economic reforms and industrialization operate today as the pivotal factors in Venezuela.

A left-of-center coalition government headed by President Romulo Betancourt has as its avowed aim nothing less than the "transformation of the economic structure of the country."

This structure has been dominated up to now by the country's vast oil wealth. Venezuela has used the revenues from petroleum exports to finance a high volume of imports, principally from the U. S.

■ This has given Venezuela the highest standard of living in Latin America—per capita annual income is $750—but in practice it has been prosperity for the few, misery for the thousands.

About 50% of the income has gone to 10% of the population. Large land owners—2% of the farming population—hold three-quarters of the farm land. Only half of the Venezuelan population of 6,300,000 can read.

Caraquenos sometimes seem to be perversely proud of the economic imbalances. They joke about Caracas having the highest cost of living in the world. They gleefully note that they have to go to New York to look for bargains. They point out that it takes at least $15,000 a year to support a middle-class life here. Admen roll their eyes and say a competent copywriter commands a salary of $12,000 a year, while top-flight account supervisors make $20,000 and up.

■ The Betancourt government, which has the backing of the U. S., plans to change these conditions with a far-reaching program of land reform and development of new industries.

In his message to the Venezuelan Congress last month, President Betancourt outlined a four-year plan calling for an investment of $7 billion. Venezuela, he said, plans to become more self-sufficient—and an exporting nation to boot.

As an example of the government's lofty goals, one of the projects is the creation of a huge industrial complex in the Guayana region of eastern Venezuela. President Betancourt said a city of 200,000 will be built at the junction of the Orinoco and Caroni rivers.

■ The new spirit has already brought important changes in the Venezuelan economy. Credit has been tightened and imports from the U. S. have been sharply curtailed. American capital to build new plants is welcomed; American products—for which dollars have to be paid—are not welcome.

The government has also served notice that no more oil concessions will be granted. The Ministry of Development has stated that foreign investment is "welcomed as long as it is directed toward new economic fields, or to those insufficiently developed, and if it produces in combination with nationals' capital and has as its sincere aim to contribute to the progress of the country."

■ So far, foreign investors have adopted a wait-and-see attitude. However, some companies have moved into Venezuelan production, assuring themselves of a market here. The Marlboro cigarets sold in Venezuela today are manufactured here by Philip Morris Inc., and Marlboro is now the leading U. S. brand for a very simple reason: Other U. S. brands are either not imported or come in with such a heavy duty that they are out of the price range of most citizens, even the better-heeled ones.

Similarly, Heineken's, the Dutch brewer, now bottles its beer in Venezuela. And H. J. Heinz has announced plans to put up a modern food factory in San Joaquin.

■ Supporting the government's industrialization program is a group of national manufacturers banded together in the Associacion Pro-Venezuela. This is an active association, putting out a steady stream of "Buy Venezuelan" advertising.

Members of the association use the Pro-Venezuela seal in their advertising. Many Pro-Venezuela posters can also be seen in Caracas, urging consumers to buy Venezuelan products and help the country achieve "economic independence."

The Pro-Venezuela movement has its counterparts in the advertising field. Nationalistic feelings spilled over at the Latin American advertising convention held here three months ago (AA, Feb. 29). Dr. Arthur Uslar Pietri, a member of the Venezuela senate and a director of Publicidad Ars, the country's largest advertising agency, asserted then that Venezuelan agencies know their stuff and do not require instruction from foreign agencies.

■ The Federacion Venezolana de Agencias Publicitarias (FEVAP), an association of leading agencies organized here in 1958, also took an independent stance when it advised export agencies in New York that its members would no

Procter & Gamble presents the all time champ at all kinds of cleaning

Don Limpio

Don Limpio does more cleaning and disinfecting...faster and easier...than any other type of cleaner, cleanser, soap or detergent you ever used.

Yes, Don Limpio, ounce in a bottle and he'll clean dirt, grime, or grease in just a minute. To swipe up the big surfaces...terrazzo and tile floors, walls, whole bathrooms and kitchens...just mix Don Limpio with water. Don't bother rinsing. Remember, he'll disinfect your bathrooms and floors, leaving a fresh, clean pine smell.

Or use Don Limpio straight from the bottle, on a wet sponge. He'll swish off any kind of dirt, right away. Like smudges around door knobs and cabinet handles. Like greasy footprints on your clean floor. He even helps do laundry. Boosts cleaning power, and makes clothes smell fresh as all outdoors.

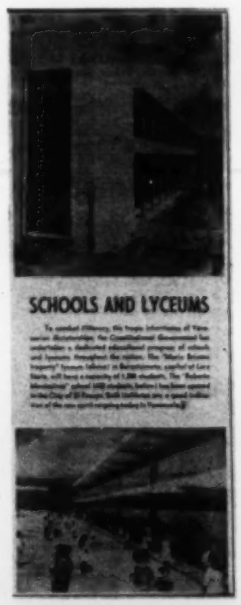
Procter & Gamble's Don Limpio is known in the U.S.A. as Mr. Clean.
Procter & Gamble de Venezuela C.A. Apartado 8180, Chacao, Caracas.

I KNOW YOU, MR. CLEAN—*Procter & Gamble retains Mr. Clean symbol in Venezuela but name changes to Don Limpio. CORPA is agency.*

No one better than the people of the United States, who stubbornly fought to attain their economic independence, can understand the strong will of a nation to develop their industry and support their economy on solid foundations.

Therefore, we are certain that the North American colony in our country will always be in accord with the objectives of the Pro-Venezuela Association.

SPIRIT OF '76—*Pro-Venezuela Assn., nationalist group to promote Venezuelan products, makes point in ad in the Caracas Daily Journal, English-language newspaper.*



EDUCATION—*Venezuelan government took space in the international edition of the Journal of Commerce to stress its determination "to combat illiteracy, the tragic inheritance of Venezuelan dictatorships." Venezuela has a 50% literacy rate.*

20, ST. ANN'S SQUARE, MANCHESTER 2, ENGLAND
73 GROSVENOR STREET, LONDON W.1.

Roe advertising

FOR BUILDING BIGGER BUSINESS IN BRITAIN & EUROPE

"How do I get to the Common Market?"

Take the direct route . . . the

EUROPEAN HERALD TRIBUNE

The Daily Newspaper of the COMMON MARKET and OUTER SEVEN

Published in Paris and circulated daily throughout Europe, Africa and the Middle East.

The International Businessman's route to the most sought-after business community in the world.

Publishers of the Monthly Economic Review and the Business Newsletter from Europe.

For Information, Advertising Rates and Specifications Call:

Bill Ely
New York Manager

NEW YORK
Herald Tribune
European Edition
230 West 41 St., New York 36, N. Y.

タイム誌で広告を見ました…國際貿易に力を入れている會社ですね。

Picture the board room of an enterprising company in Japan, where TIME Pacific makes itself felt. The members are exploring the possibility of a mutually profitable arrangement with a U. S. firm. The important question, "Which one?" An executive mentions a name, stirs his colleagues with this clincher:

タイム誌で廣告を見ました…國際貿易に力を入れている會社ですね。

"I know they're interested in doing business overseas. I've seen their ads in TIME."

TIME

TIME's Pacific Edition. Published in English, the business language of the world, to reach decision-makers throughout Japan, the Far East and Australasia. News content is identical to TIME U. S. with advertising specific for the area. TIME Pacific is printed in Tokyo and Melbourne and air-speeded to major cities for delivery to readers the same day as TIME in the U. S. Latest ABC circulation: 95,645 (net paid 6 months average ending December 31, 1959). Sales offices in Tokyo, Osaka, Sydney, Manila, Bombay and other major cities throughout the world.

longer split commissions on business originating in the U. S. The New York shops did not take kindly to this suggestion, and FEVAP has since been quiet about this issue. ADVERTISING AGE understands that the New York agencies are still able to find agencies in Caracas willing to work on a split-commission basis.

On the other hand, this argument is becoming more academic all the time. With the country cutting down on imports, less and less advertising stems from the U. S. At one time, the U. S. export business was quite important here; today, it is the local business that counts.

Venezuela currently boasts the highest per capita advertising volume in Latin America, with expenditures running about $40,000,000 a year. The 10 FEVAP agencies handle about $30,000,000 of this business.

HEINZ IS COMING—*H. J. Heinz makes Venezuelan nationalists happy with announcement that it is building its own factory there. Present government has been trying—so far without much success—to get exactly this kind of capital investment.*

■ Ars, with billings of nearly $10,000,000, is the top agency but it is difficult to determine how much of this volume represents brokerage business. For many years, Ars has been known to buy up huge blocks of space and time at cut-rate prices and re-sell these units to clients.

Under sharp criticism for these practices (gossipy sniping is one of the colorful features of Caracas ad life), Ars recently segregated its media operations into a separate division.

■ CORPA (Corporacion Publicitaria Nacional) ranks as Venezuela's second largest agency, with current billings of $5,700,000. CORPA was put together in Venezuela some 10 years ago by the merger of a local shop with the Caracas office of Colman, Prentis & Varley, leading British agency.

The marriage broker was Royal Dutch Shell, next to Jersey Standard the largest developer of Venezuelan oil. CORPA virtually serves Shell as an advertising department. It produces for Shell everything from ads to calendars, including the labels that go on the oil cans.

CORPA is headed today by Dr. Luis Beltran Gonzales, leading Venezuelan business man, and the agency is now 66% Venezuelan owned. CPV continues to retain a strong minority interest. Leslie Cort, head of CPV's international operations, is a director of CORPA and makes semi-annual trips. In addition, there are always three or four CPV men in residence here.

■ William Shelton now heads up the Shell account, and the latest arrival from London is John Bessant, who once put in several years with Compton Advertising in New York. As one CORPA executive noted, "Everyone knows that Shell likes to have Britishers working on their account."

CORPA, however, should not be mistaken for a mere house agency for Shell. It services a long list of leading advertisers and its creative output is much admired by the advertising professionals here. Among its clients are Procter & Gamble, Pepsi-Cola, Santa Teresa rum, BOAC, Warner-Lambert, a leading local brewer and Electricidad de Caracas.

The Pepsi account, in particular, is not to be sneezed at. Venezuela is a good soft drink market and Pepsi outsells Coca-Cola here by three-to-one.

CORPA's staff now numbers 104.

■ The hottest agency in Caracas right now is Young & Rubicam, although its office is only three years old. Under hard-driving Mike Martinez, who used to work in McCann-Erickson's international department in New York, Y&R added $1,000,000 of new business in the last half of 1959 and is shooting for a $3,000,000 volume in 1960.

The account roster looks like a typical Y&R list of big advertisers, most of them involved in local manufacture or assembly and many of them old Y&R clients in the U. S. . . . Procter & Gamble, Bristol-Myers, Johnson & Johnson, General Electric (lamp division only), General Foods, Gulf and Chrysler. In addition, the office here services Gillette, Lehn & Fink and Willard batteries.

Mike Martinez is very conscious of the Y&R tradition. He talks about building an "agency man's agency," he pays a great deal of attention to the office's creative output and he is especially proud of the fact that the average age of his 36-man staff is 26.

■ McCann-Erickson has the third largest agency force in Caracas —51 people under the wing of Alberto Betancourt. A strikingly handsome, young-looking Venezuelan, Sr. Betancourt (no relation to the president) returned to the McCann managerial post in 1957 after a two-year hiatus as manager of the Chrysler assembly plant here.

McCann billed about $3,500,000 in 1959 but the new curbs on imports have put a crimp in billings. The office's big account is Creole Petroleum, the Venezuelan subsidiary of Jersey Standard, but Creole does not use McCann as extensively as Shell uses CORPA. Among the other clients are Coca-Cola, Colgate, Mennen, Simmons and Nabisco.

FAMILIAR—*Sears, Roebuck in Venezuela uses same type of ads and same brand names—Allstate and Kenmore—although Sears tries to get all its products made locally. Tiny symbol at lower left identifies Sears as member of Venezuelan Assn. of Advertisers.*

■ McCann, like Y&R, does about half of its billings in radio and television.

It is somewhat of a tribute to the agency service in Caracas that the soap companies now make use of agencies—a very uncommon practice in Latin America. P&G and Colgate both turned to agencies last year. Y&R got the lion's share of the P&G business; Colgate put Joseph Novas Jr. in business with Fab, gave four products to McCann-Erickson and another group to Grant Advertising.

■ The J. Walter Thompson Co. operation in Venezuela represents one of the strangest arrangements in the JWT worldwide complex. Vovica (Voz y Vision de Venezuela) is the name of the office that services JWT here, but no one is quite sure who owns Vovica. Thompson has some of its own people here, but the JWT name is not used.

Thompson reportedly approached CORPA five years ago, asking the Venezuelan agency to represent it in Caracas. CORPA said it could not do this—it had Shell and JWT was working for Mobil—but it agreed to organize the Vovica office for JWT. The CORPA and Vovica offices are run separately. However, there are still admen here who say that Vovica is a CORPA satellite—a rather incongruous position for the world's largest advertising agency.

■ The media situation in Venezuela is rather chaotic. No one can be quite sure what discounts the next advertiser is getting from media, and only two newspapers submit their audience claims to an independent certification. This situation came in for extended discussion at last February's convention here—an indication that many advertisers and agencies are concerned about the problem.

One of the forces for standardization in Venezuelan advertising is ANDA, the National Association of Advertisers. Formed in 1957, ANDA now has 30 company members and is committed to the establishment of technical information services that will permit advertisers to take "better advantage of the investments in this field."

■ A more pressing problem is the fate of advertising under the present government. Agencies are not likely to prosper in the early stages of the development program, but many admen here back the government and look for wider markets in the future. They note, for example, that President Betancourt's goal is to increase per capita annual income from $750 to $920 by 1964. McCann-Erickson, in a study published earlier this year, predicted that advertising volume here would triple in the coming decade.

The Venezuelan market—in terms of people, anyway—will undoubtedly be greater. Venezuela's population has more than doubled since 1930 and is now increasing at the rate of 3% a year, indicating a population of more than 9,000,000 by 1970. The rapid birth rate has already given the country a population of which 70% is under the age of 30.

■ Venezuela's need to develop a more balanced economy was well expressed recently by Jules Waldman, president-director of the *Caracas Daily Journal*. Noting the bustling activity in Caracas these days, Mr. Waldman reminded his readers that one three-letter word —oil—is responsible.

"If one goes to the statistics," he pointed out, "one finds the following facts: that well over half of the country's income derives directly from oil; that possibly over 80% of it comes from oil if one includes the indirect routes, too, and that over 95% of its dollars come from oil.

"The prosperity of Venezuela, unlike that of the U.S. or Canada, is not supported by a variety of solidly established industries; it rises or falls by just one measure, and that measure is oil. If oil should cease to flow from the subsoil, or if its market should disappear, or if it should be displaced by some other source of energy, Venezuela would promptly be in the doghouse.

■ "This city has grown from something over 200,000 to over 1,000,000 within the space of 20 years, not because it's a good watering-place or because the air is fine, but because it was built on oil.

"It is important to remember that Venezuela without its oil would be like old Samson without his locks.

"Everybody, everybody without exception (and especially the responsible officials of government) should realize this and remember it daily. Every time somebody sees a new building rearing its head, or a new hotel, or a new store, one should say, 'Oil made that possible.' And in order for this to continue a wholesome existence, there must be something more to support it." #

The Evening Newspaper

first choice in English Montreal.

The Star takes your advertising home to English Montreal for greater sales impact and unmatched coverage of this important market. Ask your nearest O'Mara and Ormsbee office for figures and facts about the Star.

The Montreal Star

"Serves and sells Montreal's English market"

Injunctions Slap Down Mildest Violators . . .

Bad Taste? Untruth? You Can't Get Away with It in German Advertising

Hausfrau Takes No Nonsense; Strict Laws Back Her Up

By Hazel Guild

FRANKFURT, May 24—Pan American World Airways was recently slapped with an injunction here for advertising itself as "the airline with the most experience."

A competitor, citing the strict German regulations on advertising, claimed this was unfair competition. The court upheld the claim, noting that comparatives must not be used to disparage competitors.

One agency man later commented, "What does 'most experienced' mean, anyhow? Actually the airline with the 'most experience' would be the one with the most accidents."

STRICT—*Coca-Cola, handled in Germany by Die Werbe, Essen, features "guests in the Hotel Europa." Following strict German law, ad says drink "contains caffein."*

■ Germany's laws governing advertising are among the most rigid in the world—strange to an American, and in the words of one U.S. adman here, "Just a matter of seeing how far you can go before the competitor asks for an injunction."

To cite other instances of how Americans have run afoul of the laws, a U.S. lingerie manufacturer in Germany recently had his advertising enjoined because the competitor felt it was unfair to advertise, "If you aren't satisfied with the product in 30 days, your money will be refunded."

The agency representing an American coffee company was served with an injunction when a competitor questioned the product's right to advertise, "Compare this with the finest cup of coffee you have ever tasted," because of the implication that this is the best brand—an indirect reference to a competitor that might hinder his sales.

■ The representative of an American heating company showed a sketch of how his product operates at a German trade fair, indicating that his system, with large vents, "prevents clogging," and also including a sketch of a system with small vents. The manufacturer in the next booth—whose heating system operated via small vents—charged illegal advertising, and the sketch had to be removed.

Nonetheless, Germans in the agency business are furious about the comments of C. L. Rumrill, who wrote in the Feb. 15 issue of ADVERTISING AGE that German advertising is "30 years behind," after a brief trip to the country and a cursory examination of its methods.

They maintain that some of their controls to prevent exaggeration and misrepresentations are highly superior to American practice. Potential buyers do not have to be confused by extravagant claims to the point where they refuse to believe any word of paid copy, they point out.

■ Dr. J. von Rohrscheidt, director of the Gesellschaft Werbeagenturen (GWA), association of 14 full-service advertising agencies, observed:

"If every agency bombards you with, 'This is the best stocking

LAWFUL—*German admen can't say "this coffee is better" but Onko coffee, handled by Nordag, Bremen, says "the better and richer a coffee, the more liked it is."*

A big part of the LPE organization's time and talent is spent on doing market-appraisals for manufacturers looking for worthwhile export business.

In Europe and South Africa the LPE is exceptionally well-placed to produce fast, accurate and objective reports on the prospects and problems of breaking into new markets, or of expanding existing business.

The LPE, through its International Division (Intam Ltd.), has years of first-hand experience of market-appraisal, product-launching and sales-development. Research Services Ltd. (LPE's Research Division) has an active shareholding part in INRA-Europe and is the parent company of Market Research (Africa).

The LPE knows who are the agents and distributors who really do a job in these markets – can tell you, if you want to know, whether your present set-up is likely to get you your proper share of the business.

This international market intelligence service is available to exporters whether or not they are clients of the LPE at this moment.

At a cost to you of a thousand dollars or so, the LPE can either put you in the way of starting a highly profitable overseas operation, or – at worst – can save you wasting many thousands. Come and see us – or shall we come and see you?

Who and what is the LPE? The London Press Exchange is the largest British advertising agency and the only non-American one with full American standards of agency service.
The LPE organization includes seven subsidiary specialist companies (including Intam and Research Services already mentioned) all or any of which can be called into action on behalf of LPE clients, or can, if preferred, act autonomously and independently on behalf of anyone who cares to approach them directly.
The total staff of the LPE organization is 1,300 and the total billing for 1958/59 was $38,000,000.

LPE *Advertising & Marketing*

THE LONDON PRESS EXCHANGE LTD. 110 ST MARTIN'S LANE LONDON WC2 ENGLAND

you can buy,' eventually you don't believe the claims of any one manufacturer.

"If we're 30 years behind, we wouldn't be having the economic boom we're enjoying today.

"Our advertising is governed in a narrower situation than exists in America—we have only about one-third of the U.S. population—so we can enforce stricter controls.

■ "All the advertising in America certainly isn't good. It would be all wrong for us to go over and criticize the Americans by the same standards as those we apply to the situation here.

"We stress the truth. You can say a certain soap 'takes only five minutes to wash clothes' rather than knocking a competitor by saying a soap is 'faster.' And you achieve the desired result.

"If one soap uses a slogan, 'the gleamingest white of my life,' a competitor can't capitalize on that by saying his soap gives 'the gleamingest blue of my life.' We forbid what we call hangers-on, stealing a style, slogan, or even the color or script of an ad format."

UNDERPLAY—*Underberg is herb liqueur used in Germany for upset stomach, hangover. Copy by Hegemann plays safe, says "Restlessness is won over rapidly."*

■ Some of the basic rules of German advertising are:

1. Be sure that claims are true (and can be proven if necessary). If you term a product "new," it really must be new. Ambiguous statements or deliberate omissions are forbidden, and even tricky type is illegal, as, for example, saying "prices slashed up to 50%" with "prices slashed" and "50%" in huge type and "up to" in small letters.

2. An ad must not refer to a competitor in any way that would hurt his chances of selling. You can thus not say that your product is "better" unless you are prepared to prove, in court, that it is—although, if it's been changed, you can say that it is "better than it was two years ago," if you can back up that sort of claim.

3. Testimonials by dentists, scientists or doctors are not allowed.

4. Promotional gimmicks that might interfere with a competitor's interests are not permitted. It is *verboten* to give samples any larger than a "trial size"; sales are determined by law and restricted to closing a business, winter sales of two weeks in January, summer sales of two weeks in July and 25th anniversary celebrations. Contestants cannot be forced to buy the product in order to enter a contest, and a store running a contest cannot stipulate that entry blanks be brought in, as this might force sales.

5. It's forbidden to imitate a competitor's advertising.

■ When any of the rules are violated, a competitor generally goes to the civil court and requests a cease-and-desist order. But it happens so often that really no one gets too upset about it—the agency simply alters the ad to comply with the regulations.

The rigid system for advertising works well for Germany, explained H. M. Timm, head of the international department of the German agency, Heumann Werbegesellschaft.

"Our system is certainly a bit more credible than the American superlative system," Herr Timm said.

"We believe a lot in American advertising standards and have learned much from American methods. Our company is patterned after an American agency—but one must take everything from the United States with a grain of salt, and the methods must be adapted to our German standards."

■ German agencies servicing American clients are frequently advised: "Why not translate our copy into German, word for word—it worked beautifully in Chicago two years ago."

It won't work, and will never work, because of the different mentality of the German customer, Herr Timm maintained.

For one thing, he said, the German consumer (usually the housewife) is a dead serious being; appealing to her via an American comic or humorous copy is dangerous.

■ The Heumann agency, one of the largest German agencies, feels that the German consumer now is in a spending mood—and the international picture of "the ill-famed German with his ill-famed national language, who buys only German-made products, is an inaccurate one," Herr Timm said. But the German has to be convinced it's a good buy for the money, and she will buy the product, no matter where it originates.

Herr Timm noted, for example, that American advertising techniques have broken down the traditional German resistance against pre-packed foods, which are now a popular item here.

An American must realize that the German economy since the war has developed buying power in directions which vary from those in the States.

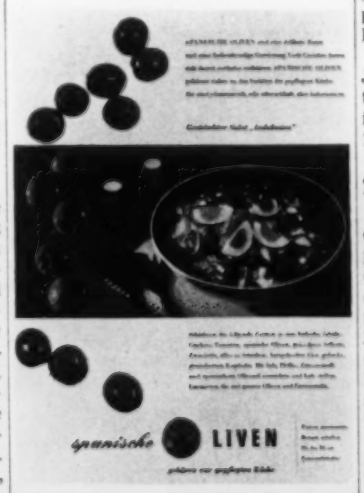
■ "First we had the food wave in 1948, when people who had been hungry during the war went on a buying spree. Then we had the clothes wave of replenishing depleted stocks, followed by the smart living wave with better housekeeping equipment in demand. Now we're in the motoring and travel wave," Herr Timm said. "Agencies must keep these trends in mind when appealing to the buyer."

While Americans tend to feel that the Common Market will link European products as closely as products are exchanged from one state to another in America, that is definitely not true, according to Herr Timm.

"You can't draw an analogy of the European Common Market compared to the United States, just by breaking down the trade barriers," he explained. "Europe has grown into separate nations with different languages and different interests. You can never approach all of Europe in one way with one language.

■ "We feel the German advertising system is right for our country. But we will count on agencies in other lands to tell us what approach is right for their countries, and how their advertising laws and their consumers differ from ours."

And the Americans, he implied, should understand that German advertising is definitely not "30 years behind" that of the States, but is up-to-date and proper for that sober serious German citizen who is right now on a buying spree. #

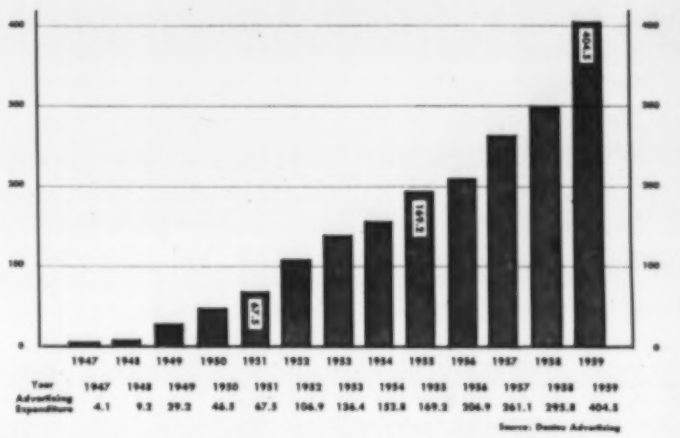


WINNER—*H. K. McCann, German subsidiary of McCann-Erickson, won a prize with this full-color page for Spanish olives, including recipe for Andalusien salad.*

Advertising Expenditures in Japan

1947-1959

(Millions of Dollars)



Year	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959
Advertising Expenditure	4.1	9.3	29.2	46.5	67.5	106.9	136.4	153.8	169.3	306.9	361.1	295.8	404.5

Source: Dentsu Advertising

11 Nations Now Top $100,000,000 in Ad Expenditures

(Continued from Page 47)

- Netherlands—$100,000,000.
- Italy—$100,000,000.

■ The number of countries in this select group has advanced steadily. In 1955, there were only six—Britain, Germany, Japan, France, Australia and Sweden.

It can be safely stated that the $3.7 billion spent in these 11 countries accounts for the great bulk of advertising activity outside the U.S. and Canada.

This overseas advertising volume has been moving ahead at a brisk gallop. Britain has added some $200,000,000 in the past five years. The German figure has nearly doubled and the Japanese total has more than doubled.

■ The table shows that advertising activity can be closely tied to standard of living. Australia, with a population of a little more than 10,000,000, and Sweden, with a population of little more than 7,000,000, both have considerably more advertising than more populous countries, such as Mexico (30,000,000) and Brazil (60,000,000).

The economic weight of Western Europe can also be seen in these figures. Of the 11 countries, seven are European.

■ In most countries outside the U.S., advertising expenditures represent 1% or less of national income. Experience has shown, however, that this advertising ratio tends to move up sharply once the economy begins to expand; in other words, in times of prosperity, advertising moves ahead more rapidly than the general economy, as producers compete more vigorously for the consumer expenditure.

This is shown clearly enough in Japan, where advertising expenditures represented 0.5% of national income in 1950, 0.9% in 1955 and 1.51% last year. #

Texas Radio-TV Names Hayslett

Dan Hayslett, general manager of KIXL, Dallas, has been elected president of the Assn. of Broadcast Executives of Texas. Other officers elected were Bob Keefe, manager in the Dallas office of NBC Spot Sales, vp; Cliff Blackmon of First National Bank, Dallas, treasurer, and Mrs. Wilda Wilson of Ratcliffe Advertising, Dallas, secretary.

Barbados Daily Names Koppe

S. S. Koppe & Co. has been named exclusive representative for the *Barbados Daily News* and *Barbados Sunday News*, Bridgetown. The Barbados newspaper began publication May 15.

Can you afford to ignore 5.2 Mill. customers?

If so, don't bother to read this advertisement. If not, we suggest it is worth your while to contact Switzerland's largest advertising organisation. Besides a fully-staffed and experienced advertising department, capable of dealing with any or all of your creative or promotional problems, Publicitas has branch offices in all major Swiss towns and offers you its facilities at strictly competitive rates.
We willingly cooperate with any recognized agency abroad. Address all enquiries to Publicitas, Foreign Department, Lausanne.

Publicitas for Progress

More to it than meets the eye

THE "business end" of an iceberg, as you know, is beneath the surface. In much the same way, the business end of LIFE EN ESPAÑOL is hidden to the casual eye.

For A.B.C. circulation figures—on which advertising rates are based—are only about one-eighth as big as the audience LIFE EN ESPAÑOL delivers every issue.

The size and purchasing power of its audience were documented in a study of the accumulative audience of LIFE EN ESPAÑOL just completed by International Research Associates in Mexico. Here are some of the beneath-the-surface facts on the extent and quality of LIFE EN ESPAÑOL's audience:

LIFE EN ESPAÑOL reaches an average of 7.7 readers per copy. (At current circulation levels, that's over 1,000,000 readers per issue in Mexico.)

The cumulative audience of LIFE EN ESPAÑOL mounts rapidly. While any single issue reaches 15.8% of the surveyed population—any 5 issues reach 28.6% of the population.

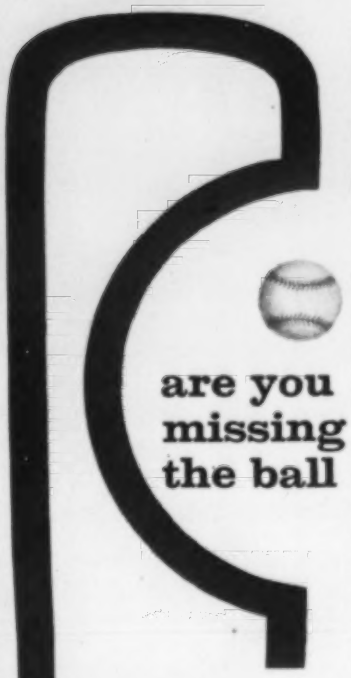
LIFE EN ESPAÑOL reaches high-income people: 1 issue reaches 41% of the people in Mexico who earn 5,000 pesos a month or more—5 issues reach 63%.

LIFE EN ESPAÑOL reaches the well-educated: 1 issue reaches 41% of the Mexicans who attended college—5 issues reach 67%.

LIFE EN ESPAÑOL reaches big purchasers: 1 issue is read by 36% of the car owners in Mexico—5 issues reach 57%.

And much more. 100 pages of tables full of valuable new data on ownership and use of consumer durables and non-durables in Mexico—full of good reasons for you to make sure that LIFE EN ESPAÑOL bulks large in your advertising plans for Latin America. If you would like more information about the results of the study, call on your LIFE EN ESPAÑOL representative or write: Advertising Director, LIFE EN ESPAÑOL, Rockefeller Center, New York 20, N.Y.

LIFE
EN ESPAÑOL



are you missing the ball in Latin America?

If you rely on circulation figures alone, your ads are likely to have two strikes against them from the start. For of Latin America's 90,000,000 population, barely 1,700,000 families have incomes of $4,000 or better. Down there, it's *ability to buy*—not how many—that's most important.

And what better way to reach the Latin Americans with personal wealth and corporate influence . . . the ones who want and need the better things of life (and can afford them) . . . than through their own magazine—
REVISTA ROTARIA.

- Subscriber's average annual income is $13,500.
- 91% buy, specify or approve purchases in their firms.
- 71% are on company policy and planning boards.
- 56% are directors in one or more companies other than his own.
- 55% take one or more major trips each year by ship or air.
- 79% own their homes. 92% own personal cars.
- 21% actively influence the decision to buy civic and community activities needs.

REVISTA ROTARIA offers this wealthy audience (currently 40,000 subscribers) at the rate of only $8.50 per thousand. Send for market booklet "When Latin America is Your Sales Target".

Revista Rotaria

1600 Ridge Avenue, Evanston, Illinois
The official publication in Spanish of Rotary International

Shell Top User of International Media in 1960

(Continued from Page 47)

The No. 2 international advertiser was Chrysler International, which moved up from 26th place with an expenditure of $138,-918. However, Chrysler's high standing will probably be short-lived. Word has just reached here from Geneva that Chrysler has canceled its international corporate program.

Bernard Rome, head of Rome Research, documents the gains made by non-U.S. companies as follows:

- In 1958, U. S. advertisers accounted for 40 of the top-50 list; last year they accounted for 30 spots; in this latest listing, they are down to 22.
- Among the top 50 advertisers, Britain now has 14 companies, against eight last year; Germany has four, against one last year.
- Japan, Italy and the Netherlands each has two advertisers in the list, with the remaining four coming from France, Canada, Switzerland and Sweden.

■ Hoover Ltd., British subsidiary of the Hoover Co., is currently conducting a prestige campaign in international media and it shows up as No. 8 in the first quarter compilation. Last year, it was not even in the first 50.

The same is true for Farbwerke Hoechst (German chemical company), Hawker Siddeley (British aircraft manufacturer), Timken Roller Bearing, General Dynamics and Renault.

Airlines have moved into international advertising in a big way. Pan American, KLM Royal Dutch and British Overseas Airways Corp. place in the top 10, with BOAC moving from 49th position to sixth. Scandinavian Airlines System jumped from 37th to 14th and Alitalia moved from 38th to 28th.

■ Automotive producers also are prominent users of the international media. Ford Motor Co. is the No. 3 international advertiser, its British company is No. 16 (up from 23rd place) and its German subsidiary (not in the top 50 group last year) is No. 46.

Britain's Standard Motor Co. placed No. 11 in the first quarter after failing to make the list last year. Also in the top 50 list are British Motor Corp.'s Austin and Nuffield divisions and Daimler-Benz, although the German company has dropped from eighth to 45th position.

■ J. Walter Thompson Co. continues as the dominant agency for international advertising placement. It has seven clients among the top 50 advertisers—Pan Am, Douglas Aircraft, Champion Spark Plug, Kodak, Burroughs, Ford Motor of the U.S. and Ford-Werke of Germany. These JWT clients accounted for $528,000 of the $7,-000,000 total spent in the quarter.

A word should be underscored here about what Rome Research is measuring—and what it is *not* measuring. This is, first of all, a measurement of *all* the advertising placed in magazines circulating internationally—the U.S. export business publications, the international editions of Time Inc. and *Hablemos* (weekly Caribbean area Sunday supplement), for example.

■ On the local level, Rome measures the *international* linage carried by various *Reader's Digest* editions and by such leading local books as *Paris-Match* in France, *Der Spiegel* in Germany and *Woman's Day* in Australia.

It might be emphasized that Rome does not attempt to measure the locally-placed advertising in these national magazines. It pulls out from these books *only* the international campaigns, such as the current worldwide institutional drive being conducted by General Dynamics. #

SOFT SELL—*German cigaret advertising is known for its stately, low-pressure mood. Above are full-page magazine ads for two Reemtsma brands—Ernte 23 and Senoussi—featuring a minimum of copy. Two British-American Tobacco brands—Simona and Simon Arzt—list the price per cigaret, 10 pfennigs, equivalent to 48¢ per package of 20. Peer Export, a kingsize filter made by Kristinus of Berlin, trades heavily on its reputation as a German export brand; price, listed in the ad, is 42¢ per package of 20.*

Invest $30,000,000 in Tobacco Ads . . .

Germans Nearly Double Cigaret Consumption in 22 Years

Reynolds Buys Local Plant; BAT's Lucky Strike in Solid

By Hazel Guild

FRANKFURT, May 26—In 1938, German smokers puffed their way through 37 billion cigarets; by 1957, they were smoking 56 billion a year; in 1958, it was 60.6 billion; last year, 67 billion cigarets were smoked in West Germany.

This brought per capita consumption up to 1,525 cigarets per year, compared with the U.S. average of 2,665, which is a worldwide high.

West Germans spent nearly $1.7 billion for tobacco products in 1959, of which 82% went for cigarets. This was a hefty gain over the $1.5 billion spent in 1958.

■ The booming cigaret market has meant increased advertising. German tobacco producers put some $30,000,000 into advertising last year and budgets are up all along the line this year.

U.S. companies, now experiencing a decline in their cigaret exports, are taking some long looks at this promising market. R. J. Reynolds Tobacco Co., the largest U.S. producer, recently bought a 51% interest in Haus Neuerburg, Cologne, whose two brands—Overstolz and Gueldenring—have about 10% of the German market.

■ The German tobacco trade expects Reynolds to move in here with Camel, Winston and Salem, although no such plans have been announced yet. If Salem does come to Germany, another name will have to be used since the Germans already have a brand with that name.

Other U.S. companies export their brands to Germany but they sell here in the prohibitive price range of 75¢ to $1 a pack.

One popular U.S. brand—Lucky Strike—is now produced here, but not by American Tobacco Co. The giant British-American Tobacco Co. of London owns the right to the brand in most areas outside the U.S. and its German subsidiary at Hamburg is marketing Lucky Strike here in the familiar red, white and green package.

■ BAT, which recently doubled the capitalization of its German enterprise to nearly $25,000,000, ranks second in the West German cigaret market. The leader by far is Reemtsma, which produces 19 of the 234 cigaret brands currently sold in Germany. Reemtsma has the two top brands—Ernte 23 and Peter Stuyvesant.

Filters have scored heavily here,

20, ST. ANN'S SQUARE, MANCHESTER 2, ENGLAND
73 GROSVENOR STREET, LONDON W.1.

Roe advertising

FOR BUILDING BIGGER BUSINESS IN BRITAIN & EUROPE

TOP INTERNATIONAL ADVERTISER—*Britain's Shell Petroleum Co. continues as the No. 1 international advertiser with this worldwide institutional series featuring a b&w page on the left, opposite a color page. Auld & Tilbury, London, is the agency.*

as they have in the U. S. They now account for 60% of the German market.

■ Some 15 agencies share the advertising done by the cigaret companies. Reemtsma, the largest advertiser, channels the bulk of its business through H. K. McCann, the McCann-Erickson subsidiary in Germany, although it also uses the Heumann shop in Frankfurt.

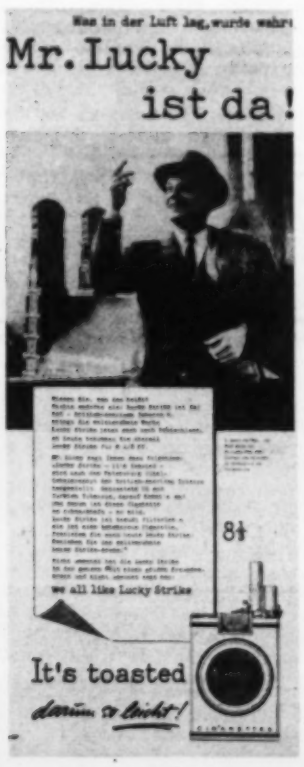
BAT uses four agencies—Werbe Gramm, Dusseldorf; William Wilkens, Hamburg; Dr. Grupe, Hamburg, and Dorland in Berlin. Dorland got the nod for Lucky Strike.

Haus Neuerburg, the new R. J. Reynolds satellite, uses Lintas, Hamburg, for Overstolz, and Troost, Dusseldorf, for Gueldenring.

■ Kyriazi Freres, another important producer, has Die Werbe, Essen, for Finas, Neptun, Senior, Egyptica, Imperator and Kyriazi Goldfilter; Werbe Gramm for Astra; and Werbung Corp., Wiesbaden, for Emir Orient, Emir Filter and Red Rock.

Brinkmann uses two agencies—Markenwerbung, Hamburg, for Lux, Peer and Peer De Luxe and J. Walter Thompson Co., Frankfurt, for Gloria and Condor.

Two other agencies with important cigaret brands are Hans W. Brose, Frankfurt (Coeurchen, Gildemann and Astor), and Von Holzschuher & Bauer, Dusseldorf (Lords).



BI-LINGUAL—*Lucky Strike, now being marketed in Germany by British-American Tobacco, uses English and German copy in introductory ads, prepared by the Dorland agency of West Berlin. Price is 24¢ per package of 12. The 8⅓ listing in the ad refers to the price-per-cigaret—8⅓ pfennigs.*

■ The character of the German cigaret industry was shaped to a great extent by Philip Fuerchtegott Reemtsma, who died last Dec. 11 at the age of 65. Known as the "cigaret king of Germany," Mr. Reemtsma and his brother, Hermann, took over the Erfurt factory of their father in 1919. It was then one of the smallest of the 1,000 factories producing cigarets in Germany.

It was Philip's idea to introduce branded cigarets in Germany, assuring the consumer of a consistent quality. Previously, cigarets were not only unbranded but their tobacco mixtures changed from year to year.

The Reemtsmas prospered. They absorbed half a dozen other companies and by the mid-1930s they controlled 75% of the German cigaret market.

■ Today, in contrast with the pre-Reemtsma days, the German cigaret market is highly standardized. Government regulations divide cigarets into four groups, based on size, weight and quality of tobacco; there are set taxes and prices for each group.

Class A comprises those cigarets of lowest grade, selling for 18¢ to 20¢ per package of 10; Class B, which accounts for about 80% of all cigaret sales, includes cigarets selling for about 25¢ per pack of 12; Class C and Class D cigarets are those of higher quality, selling for higher prices.

H. K. McCann's fortunes have been closely linked with the rise of Reemtsma. Believed to be the largest agency in Germany, McCann began working for Reemtsma before the war. Max Pauli, who reopened the McCann office in Germany after the war, is now a top official with Reemtsma. His brother, Helmut, heads McCann's Hamburg office. #

Israeli, French Agencies Join in New Tel Aviv Shop

TEL AVIV, May 24—Two leading Israeli agencies have joined forces with a giant French agency to form a new company, International Advertising Ltd.

The two local shops are Dahaf Advertising and Gordon Lewensohn Aylon. They have linked with Agence Havas of France to offer Israeli exporters marketing services in Europe and Africa.

International Advertising has opened offices at 16 Helsinki St. here. It calls itself "Israel's first international advertising agency."

The agency points out that while Israeli exports expanded from $139,500,000 to $178,700,000 in 1959, the country still has a trade deficit of hundreds of millions of dollars and therefore needs to step up its selling efforts abroad.

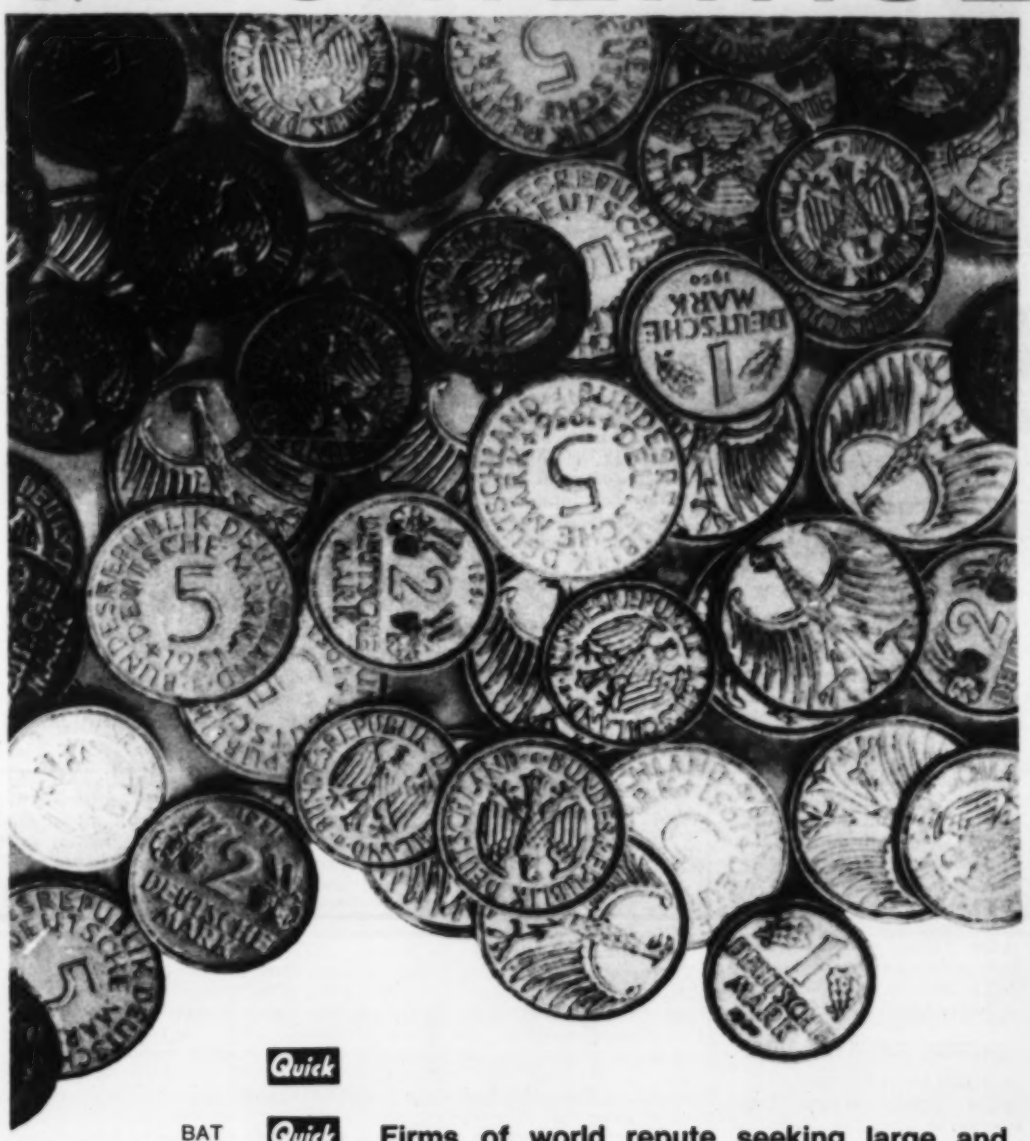
The new agency has won assurances from the Israeli government that its clients will be able to pay for advertising abroad in local currencies. #

NAFI Corp. Buys KFJZ-TV

In its third major television station acquisition in less than a year, NAFI Corp. has signed a contract to buy KFJZ-TV, Fort Worth-Dallas, from Texas State Network Inc. The deal is subject to approval of the Federal Communications Commission. The other two tv stations acquired by NAFI are KCOP, Los Angeles, and KPTV, Portland, Ore.

WINS TROPHY—*Winning annual top Layton trophy in Britain was this page by Shell Chemical Co. The 1960 winner topped 2,000 entries. Agency: W. S. Crawford Ltd.*

IT PAYS TO QUICKVERTISE



BAT Quick
Bourjois Quick
Cinzano Quick
Coca-Cola Quick
DDD-Company Ltd. Quick
Dunlop Quick
Enaika Quick
Esso Quick
Exquisite Form Quick
Ford Quick
Frigidaire Quick
General Foods Quick
General Motors Quick
Gillette Quick
Goodyear Quick
Gossard Quick
Incabloc Quick
Kodak Quick
Kraft Quick
Libby Quick
Martini Quick
Nestle Quick
Outspan-Oranges Quick
Omega Quick
PAA Quick
Palmolive Quick
Philips Quick
Remington Quick
Renault Quick
Sanfor Quick
Shell Quick
Sony Corporation Quick
Tissot Quick
Unilever Quick
Vick International Quick
Williams Products Quick

Firms of world repute seeking large and rewarding consumer markets for their products in Germany have for years advertised in Germany's Illustrated Magazine QUICK. To know the German market means to advertise in QUICK. Quick is the German Picture Magazine with straight forward reports on events of the world, with stories that make its million readers buy QUICK again and again and again. So if you are out for a wide open market, QUICK is your way in!

Please contact Mr. Arthur Steiner, 69-10 Yellowstone Blvd., Forest Hills, New York, N. Y.

LOWDOWN—*Australian, U.S. ad differences are discussed in San Francisco by Roger Ware (center), senior marketing officer in J. Walter Thompson's Sydney office, here on trade visit, and JWT's Ross Hardy (left), copy director, and Thomas Collison, pr director.*

Australia Betters U.S. in Ad Acceptance as Censorship, Broadcasters Rule TV: Ware

SAN FRANCISCO, May 25—Australia, which spends about $220,000,000 a year on government-sponsored education and an equal sum annually on advertising, welcomes U. S. advertising agencies, advertisers and business promotional techniques.

Roger Ware, senior marketing officer in the Sydney, New South Wales, office of J. Walter Thompson Co., told AA, however, that "U. S. agencies which come into Australia will find methods and an atmosphere somewhat different from those of advertising in this country."

Mr. Ware is the only advertising agency representative in a 40-member 1960 Australian Trade Mission which has just completed a 30-day "sales development" trip here, including visits to Vancouver, Winnipeg, Chicago, Toronto, Montreal and New York.

■ "By this time next year," Mr. Ware said, "we probably will have four major U. S. ad agencies operating in Australia: J. Walter Thompson, Young & Rubicam, McCann-Erickson and Batten, Barton, Durstine & Osborn.

"Newcomers will find a warm welcome and plenty of room for both U. S. and local Australian agencies. They will also find that advertising is playing an ever more important role in Australia's vigorously expanding economy, with ad expenditures representing 1.6% of the nation's gross national product.

■ "There are several major areas of difference between advertising in the U. S. and in Australia, however. It may take the newcomers some time to get used to these differences, which, to a major degree, have been responsible for the fact that there is greater public acceptance and less criticism of advertising than in the U. S."

■ These differences, Mr. Ware listed as "the restrictions of good taste and good judgment" as well as actual government censorship of advertising content and "strict codes of ethics" worked out by Australia's AAAA, which is patterned after the Four A's here.

"All radio and television commercials," Mr. Ware explained, "must first be cleared by an Australian government censorship board, which operates out of Canberra. In addition, the Australian Broadcast Control Board determines the number of stations to be established, their location, and the amount of commercial content in programs.

"In television, the advertiser is permitted to use seven minutes in each hour, of which one minute is fill-in time for station breaks, etc. This means the advertiser sponsoring a half-hour program gets three one-minute commercial breaks during that period. And there are no back-to-back commercials."

■ The content of newspaper advertising is similarly controlled by a program of censorship maintained by the Newspaper Proprietors' Council.

"Television program content," Mr. Ware said, "is thus controlled in two ways—by the government censors and by the stations themselves. Programs, for example, are produced by the stations, not by the ad agencies, and the sponsor has very little, if anything, to say about the content.

"The growth of tv in Australia has been almost fantastic, with a station in every major city. Each city has a government-supported station that competes with the privately-owned commercial stations, which get the largest share of the audience.

■ "On all stations, programs are broken down into categories, such as 'suitable for children' and 'not suitable for children.' Thus it would be impossible to present a gang-buster type of program during the hours in which children might compose most of the audience.

"Although we use a considerable amount of filmed U. S. television programs, and 'I Love Lucy,' 'The Untouchables,' etc., are very popular, we cannot use any U.S.-produced commercials. They can be imported only for study purposes."

A very strong and influential Australian Actors' Equity organization has been attempting in recent months to force the production of more local television programs, although, according to Mr. Ware, "production costs are very high in Australia."

J. Walter Thompson's operation in Australia, which has been going on since about 1931, now bills about $7,000,000 annually and Mr. Ware is hopeful that this will increase appreciably as the nation's economy grows.

■ The 1960 trade mission, led by Professor Sir Douglas Copland, K.B.E., economist, included business men from varied industries, ranging from foodstuffs to specialized machinery. It was organized to point up "a vast import market valued at $2 billion per year which has recently been opened to American industry by the removal of quantitative restrictions on imports from the dollar area."

Sir Douglas said that Australia's ability "to continue the present policy of permitting free imports will depend on its ability to sell to the world markets." He said that Australia buys more from all countries in the dollar area than she sells to them, adding that while it is not essential that trade be equal in volume, Australia's exports to these areas need to be increased.

American exports to Australia, he observed, are now $300,000,000 a year, while Australian goods entering this country total about $200,000,000 a year. ≠

We Practice QUALITY CONTROL Too!

Quality control is necessary to provide our *readership* with editorial material that is INFORMATIVE, STIMULATING and PERTINENT. The men listed here comprise the "Control Center" for *all* LA HACIENDA feature articles. These are NOT U.S. "experts" theorizing on the needs and requirements of Latin American agriculture. Each is an authority in his own field *working on-the-spot* and reflecting the conditions of his particular area. Take advantage of their skills. Tie-in your advertising with editorial material *geared to SELL* the rich, dynamic market of Latin America.

EDITORIAL CONSULTING BOARD

Dr. Rodolfo Arango Rodriguez
Retired Technical Assessor, Cuban Ministry of Agriculture. Author of numerous books and articles on agriculture. Specialist in entomology. Agricultural Engineer.

Dr. Aniceto Leon Garre
Technical Director of SALVAT EDITORES in Barcelona, Spain. Author of "Manual of Agriculture" (five volumes). Professor of agricultural sciences.

Dr. Pedro Navas Pardo
Member Directorate Department of Agricultural Investigations, Colombian Ministry of Agriculture; Former Manager, Caja de Credito Agrario; Advisor to Rockefeller Foundation.

Dr. Wilson Popenoe
Founder, and until recently Director of the Pan-American School of Agriculture in Honduras; Author of the well-known "Manual of Tropical and Subtropical Fruits".

Sr. Carlos Rivacoba Bertelsen
Member of the National Association of Agriculture in Chile; Director of the Aconcagua Valley Association of Agriculturalists; specialized in agriculture and industry at the University of Chile.

Dr. Julian Rodriguez Adame
Mexican Minister of Agriculture; ex-Director General of Agriculture; ex-Manager of the Banco Nacional de Credito Ejidal; Professor of agricultural economics.

For rates and other data, write:

La Hacienda
20 Vesey Street
New York 7, N.Y.

Radio, TV Get Lion's Share . . .

Advertising Comes to Mexico— at a $110,000,000 Annual Clip

McCann-Erickson, Noble Lead 40 Agencies Now Operating in Mexico City

By Robert S. Benjamin

MEXICO, D. F., May 26—Mexico City is catching up with Madison Avenue—it has now produced its own "man in the grey flannel serape."

There are more than 40 advertising agencies producing about 60% of an estimated total of $110,000,000 annually in Mexican advertising expenditures.

The switching of accounts, the musical chairs of capable personnel, the claims of marketing services versus creative work are mostly in Spanish.

That's about the main difference.

■ With the gradual increase in Mexico's generally very low standard of living, and an annual increase in the gross national product of about 75%, the most significant facts about the local ad picture are that major accounts continue to grow at a steady rate, and that probably as much as 30% of advertising expenditures now are from brands and products not available in Mexico, or not on the market as recently as 1951.

Such brands as Arrow shirts, Avon cosmetics, Western Airlines, Kool Aide, Aladdino peanut butter and hundreds of others were unknown to the Mexican economy in the early '50s. Now even Campbell's soup is planning a major operation in Mexico, and it will undoubtedly be as successful as almost every other major U.S. enterprise recently established here.

Much of the growth of Mexican advertising is through television, with radio and motion picture advertising close behind. Print media continue to lose ground. Apart from the international magazines—*Vision*, *Selecciones* and *Life in Espanol* are all doing well with Mexican space sales—there are few acceptable *native* weeklies or monthlies.

■ In the trade publications field the need is even more acute. With Mexican industry growing by leaps and bounds U.S. publishers are entering the field with local operations. McGraw-Hill will soon begin a locally produced supplement for its Spanish language construction magazine, and will follow with others later.

Newspaper circulations, as in other world capitals, remain static or slip back. Despite circulation claims it is extremely doubtful if any Mexico City (population almost 5,000,000) newspaper reaches 100,000 daily. On Sunday they are a bit better.

■ In the meantime, radio and television are getting the lion's share of all expenditures. There are 2,000,000 radios in the republic (39% of these are in the federal district with 61% in the interior). There are 700,000 television sets with 85% of them in the federal district. Since 40% of the entire Mexican market for most consumer goods—except aspirin or soft drinks—is in the Mexico City federal district, it is easy to see why most advertisers now find tv one of the cheapest media. The only problem now is for them to find available time on any of the capital's three channels.

These *canales*, not so incidentally, are all owned by the same man *Senor* Emilio Azcarraga, so it is a wise agency head who keeps on the good side of *Don* Emilio.

An average half-hour on Mexico City television—when you can get it—is only about $200 U.S. If the program is even fair it will generally move merchandise. There are

BB AIME CHARRIER—*Sensational French ad campaign of 1960 has been for new mineral water, Charrier. The sensation arose from theme, "Bebe Aime Charrier"—Baby Likes Charrier. In France, this carried double meaning: Brigitte Bardot, the film sexpot, is married to Jacques Charrier and in French BB is pronounced the same as Bebe. The campaign produced a lawsuit, which was won by the mineral water company. Langelaan & Cerf is the agency.*

EXPORT MANAGERS WHO FLY THE WORLD'S AGRICULTURAL MARKETS... know who reads what in them . . . make their own personal reader surveys, *not* paper jobs.

Probably 75% of WORLD CROPS advertising schedules result from such first-hand information . . . the balance from productive inquiries to advertisers from subscribers who pay $5.60 a year for their 12 monthly issues.

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Successful since 1949
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ENGLAND

U.S. REPRESENTATIVES
NORRIS H. EVANS COMPANY
UPPER MONTCLAIR, N. J.

COLOR WINNER—*Full-color page by Singer Sewing Machine Co. was winner of Layton color award in Britain. Agency: Mather & Crowther.*

few good programs and only a slim handful of outstanding ones.

■ Radio time is just as difficult to obtain. The radio chiefs of three agencies say that there is no possibility of obtaining time between 7 and 10 p.m. on any station, interior or capital.

Outdoor advertising is hamstrung by federal laws which prohibit signs on highways. There are no ads to hide the thousands of kilometers of cactus. The only growth of outdoor is in the few principal cities where giant signs top many of the office buildings and most walls are similarly occupied. In the major development in this field, General Outdoor last year purchased Vendor, a local outdoor advertising company.

The other big piece of the advertising jigsaw puzzle has been filled in by cinema advertising. This is surely the poor man's television. The poorest Mexican can afford to go to the movies, at least once in a while. The most expensive seat in the most luxurious Mexico City theater (a new one has a half hour show before the movie) is only 32¢. In the boondocks' flea houses admission is as low as a nickel equivalent. There are several Mexican newsreels which sell three to five commercials, mostly in color, in each newsreel. Most of these producers can guarantee a couple of hundred theaters with resulting huge circulations for any given week.

■ The color ad starts out in four or five first-run theaters in the *Distrito Federal* and winds up six months later in Arriaga, down in the Chiapas jungles. A lot of Mexicans see the ads in the meantime. This medium is a heavy favorite for the breweries, Picot's fruit salts, inexpensive beauty products and the like. And since the laws also govern how many spots may run in any given newsreel, the fight for space is on in this medium, too.

Who handles all this business?

■ The agency business is growing rapidly in Mexico. The two front runners are still McCann-Erickson and the "native" Noble Advertising Co. Each bills between $4,000,000 and $5,000,000 and, suffice to say, they are at least $1,000,000 ahead of their nearest competitors.

Roland "Ronnie" Welch, who has been at the helm of McCann during its major expansion, says that his billings have risen 400% in five years. Part of this represents acquisition of the 8,000,000 peso ($640,000) Goodyear account from Young & Rubicam last year, and the arrival of the Coca-Cola account through McCann's portals before that. The remainder, declares Mr. Welch, is entirely through greatly increased business and progressive expenditures of clients long in the shop.

Ed Noble also reports ever increasing billings of his old clients but says that 80% of his business since 1951 is from brands never before on the Mexican market. He cites Kimberly-Clark, Western Airlines and the newly developing Best Foods account as examples of this. Noble's new business kick, in the past year, has brought in Revlon, Standard Brands and a spate of others. An old client, Picot S. A. (of the fruit salts) is bringing out three new chocolate products with heavy expenditures envisaged.

Noble, a research-minded agency, spends 44% of its client's money in radio and claims more tv time than "all other agencies combined." The agency is responsible for five and a half hours of Mexico City tv daily, a good part of it for Procter & Gamble.

■ At McCann, one of manager Welch's chief preoccupations is the development of proper talent. He is not alone in decrying the need for the Mexican industry to develop more good copywriters, art directors and radio and television men. "Few good men are coming up," says Welch. "You see the same faces all the time, and they go from one agency to another, making more money each time they change." All agency heads are concerned with the inflation of salaries.

Agusto Elias, youthful president of Publicidad Elias, one of the top-flight Mexican agencies, cites the case of a young copywriter trainee he hired early last year. The boy started off at about $200 a month and demonstrated some talent. "But," explains Mr. Elias, "about the time we were ready for him to write his first complete ad he received a call from one of the big U.S. agencies here. They asked how much he was getting. He was too flabbergasted to tell anything but the truth. He could have said double. They offered him twice as much to start and two weeks later he moved out of our shop. How can you compete with this?"

■ Elias, like several other agencies, has elected not to enter the new business race on a broad scale. Another is Publicidad Interamericana, run by Eulalio Sanchez, a Mexican veteran of Madison Ave. (D'Arcy Export Advertising Co.), who runs one of the top half-dozen Mexican agencies. The $800,000-plus Pepsi-Cola account represents about 40% of Interamericana's billings.

For the past ten years there have been frequent rumors that Pepsi would move elsewhere, but it sticks at Interamericana. Faced with the rumors Mr. Sanchez says, "Al Steele was a good friend of mine and when he died everyone said we were finished. But more than friendship is involved here. We have done the best job for Pepsi that we are capable of, and their sales have outrun Coca Cola. We hope that we can continue to do that same type of job, but agencies have lost accounts before. . ."

McCann leads the U.S. pack with J. Walter Thompson de Mexico slipping back noticeably. Thompson's current billing has been estimated by other agency heads at about $3,000,000. Last year it lost Standard Brands and in the past several weeks one of the old faithful, Kodak, awarded a small part of its Mexican work to Kenyon & Eckhardt. Last week the fifth new manager of JWT in nine years was announced. He is Loy Baxter, from JWT, Washington.

Previous JWT managers have

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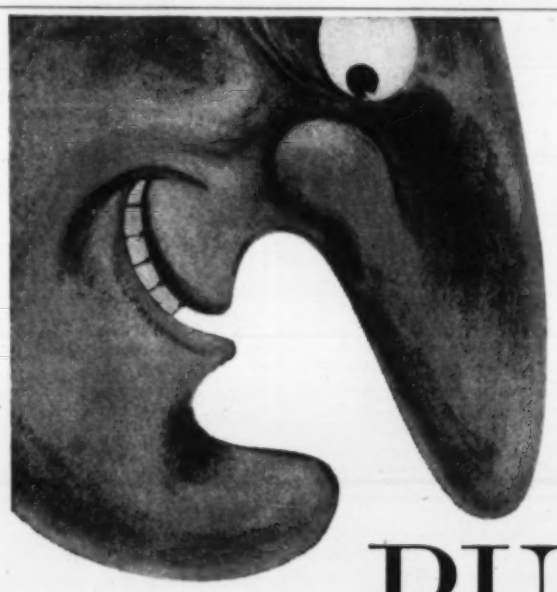

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BROCHURE, *"Portrait of Britannia,"* IS YOURS ON REQUEST. *weekly*

been beset by countless problems. Not the least of these was that, during the earthquake three years ago, its skyscraper building collapsed.

■ With the loss of Goodyear, Young & Rubicam suffered a major setback but is making slow recovery.

Probably the most interesting development among the U.S. branches here is the rapid rise of Kenyon & Eckhardt under popular, and able Burt Avedon. While his home office has been notably less successful, K&E Mexico has continued to add new business and is now estimated to be in the million-dollar range.

Foote, Cone & Belding, starting almost from scratch during the past few years and after losses such as that of the Swiss Watchmakers, is making slow but steady progress under British adman and Lever Brothers graduate Martin Kiek. Mr. Kiek has added some Lever business, Rootes Motors, Reynolds Aluminum and others.

■ Near the top of the list of the local agencies, Publicidad General had made the greatest progress. Percentage-wise, it has probably led all other agencies in rate of climb during the past 12 months, a 60% increase. During the past year Edward Goddard, an Anglo-Mexican-American adman, has acquired Bacardi rum, Massey Ferguson tractors, Aerovias Guest (airline) and several smaller accounts to his Publicidad General list which has long included Chrysler, Philco and General Tire.

"Competition," says Mr. Goddard, "has been chiefly responsible for the buildup of all the typical advertising services, marketing, research and others. To compete today you must have the entire range of services found in the best U.S. shops. Otherwise you cannot survive."

■ And, finally, no look at the Mexican ad picture would be complete without mention of the growing importance of the Central American market to Mexican advertisers and agencies.

With the advent of the Central American common market, already operating successfully in Costa Rica, Guatemala, Nicaragua and El Salvador, J. W. Thompson, Noble, McCann and others already have lucrative operations in Central America. Here again, McCann and Noble are fighting for supremacy in the Central American field. Both have branch offices in El Salvador.

Ralph Lindley, former executive of Time Inc. international operations, has developed an organization to represent all of the leading television and radio stations in Central America and has had a good measure of success with Merchandising & Marketing S. A. (M. M. S. A.). Meanwhile American Broadcasting Co. has already begun an ABC television network in Central America.

If Central America can parallel Mexico, even in a small way, in its advertising and marketing development, the entire area from the Rio Grande down to the Panama Canal will be an extremely exciting one indeed. #

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Billings Rise to $11,250,000 Clip . . .

Patterson (with No New Business Section) Is Aussie's Largest Agency

Founder 'Never Bought a Drink' to Help Win Prospective Client

By Leonard Blanket

SYDNEY, May 24—Down Under, in the South Pacific lies the oldest continent in the world—Australia. It is about the same size as the U.S.

It has a population of 10,000,000, and investors in the western world have flocked to Australia since World War II as a place for safe investment and dynamic growth.

Against such a background—of the old world's solidity of commercial traditions, allied with a new world's zest and enterprise—we look at George Patterson Ltd., Australia's largest advertising agency, which is owned, operated and controlled entirely by Australians.

Anderson Griffiths Hannam Farnsworth Cousins

TV TALK—*Harry Griffiths, Australian tv producer and tv personality, shows storyboard to Patterson executives L. W. Farnsworth, managing director; Malcolm Anderson, an agency director; Alan Hannam, director of radio-tv, and Keith Cousins, general manager.*

■ There are 374 fulltime employes on its payroll, spread over its four capital city operations.

Sydney is the largest office, with 207 employes. Melbourne has 905, Brisbane 49 and Adelaide 23. It is the only agency in Australia offering a full creative service from four offices.

Patterson takes the view that it is not realistic to compare its billings of £5,000,000 ($11,250,000) with big British and American agencies, because of currency differences.

The agency prefers to look at it this way: In a population of 10,000,000, here is an agency employing 374 people, which on a pro rata basis would put a comparable American agency into a 6,000-employe category.

■ American business handled by Patterson includes Colgate-Palmolive, General Motors, Goodyear, Gillette, Alka-Seltzer, Matson Shipping Line, Norton-Behr Manning, Caterpillar Tractors, Standard Telephones (an ITT affiliate, manufacturing tv and radio receivers, refrigeration, etc.).

Big British accounts include Cadbury-Fry-Pascall, Lucas Electric and Tootal Fabrics.

The agency also handles many important local all-Australian accounts such as AMP Society (biggest mutual life company in the British Commonwealth), Arnott's biscuits, Berger's paints (affiliate of Sherwin-Williams), Brisbane City Council, State Electricity Commission of Victoria, Craven A, Turf and Garrick cigarets, Peanut Marketing Board, Pharmaceutical Guild and BCC/Woolworths.

■ The agency was founded in 1934 by George Patterson, the present chairman of the board.

He is a young 69, an author ("Life Has Been Wonderful" and "Chasing Rainbows," the latter a book on trout fishing), landscape painter, fisherman and World War I veteran.

George Patterson has wide interests outside the agency, as a director of Colgate-Palmolive in Australia, and of Hartford Insurance, chairman of the Gillette Co. and a top executive of the Australian Red Cross.

■ Deputy Chairman and Managing Director L. W. Farnsworth, the agency's operational chief, is based in Sydney.

He has been five times president of the Australian Assn. of Advertising Agencies, and first (and for some years the only) holder of the McFerran Award for outstanding contributions to advertising.

Mr. Farnsworth has many interests, mostly allied to Patterson.

He is a director of Gibb & Beeman (Australia's leading optical house), Mynor fruit juices, Plastyne Products (plastics), Tangalooma Minerals (rutile and zircon), Swift (Australia), meat packing and packaged grocery goods, and Gurley Sheep Station, a 50-sq.-mile ranch. He was a founder and still is a director of Whale Industries, one of the spectacular romances of Australian business.

He is also chairman of the Post-Graduate Medical Research Foundation at Sydney University.

Mr. Farnsworth trained as a chartered accountant and holds an accountancy degree. He joined the agency in 1935 via J. Walter Thompson Co. and Fleet St. newspapers. He has made eight visits to America.

A top agency executive of strong and virile but reserved personality, it is his claim that he has never bought a client so much as a drink to influence the placing of an account with the agency.

■ The agency's Sydney headquarters also controls the Brisbane operation, which was brought into the Patterson fold by purchasing control of Queensland's most successful agency some two years ago.

The Melbourne office, under the control of Harry Harte, operates in a similar manner and controls the Adelaide office in South Australia, now 18 months old. It started from scratch and is making fine progress.

Mr. Harte has been with the agency since its inception and came up through the creative side, making General Motors' all-Australian car, the Holden, his particular baby. Holden holds the staggering lead of 47% of the Australian car and station wagon market.

■ His colleague in Melbourne, Bob Walker, is known throughout the industry as the author of the George Patterson "TV Reports," which are highly-regarded assessments of industry developments and trends, not only in the agency field but among government departments and in the broadcasting and television industries.

Mr. Walker is also known as a political forecaster and a broadcaster of note at election times.

The Patterson agency claims it is unusual because it has no new business department. Its view is that by looking after its current business it will get more growth internally than by diffusing its efforts in constantly seeking other people's business.

It believes that with client recommendation, new business will come, and its top brass observes that this particular point has been well proved over the years.

Farnsworth Tree Hall

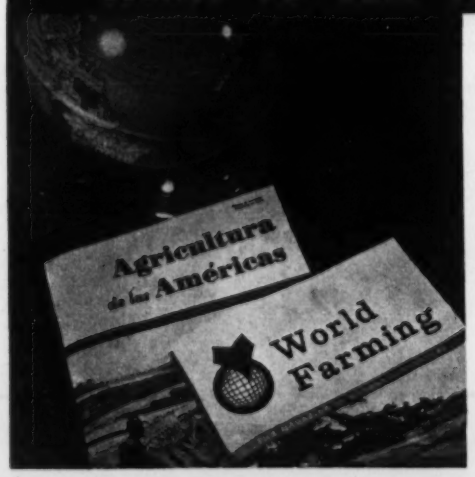
PACKAGE CHECK—*L. W. Farnsworth, managing director, Mrs. Sylvia Tree, creative director, and David Hall, an agency director, confer in the Patterson agency's model drugstore on 1960 Christmas package designs for Colgate-Palmolive products.*

■ Asked by ADVERTISING AGE what he thought about competition, particularly from the Australian offshoots of American agencies such as J. Walter Thompson and McCann-Erickson, Mr. Farnsworth replied frankly:

"Competition is the lifeblood of the agency business. We welcome new U.S. agencies as long as their competition is on its merits and not on a blood is thicker than water basis.

■ "Our agency is ahead of its field," he claimed, "because our people feel they are working for themselves. The company is

WANT TO SELL FARMERS OVERSEAS?



Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use Agricultura de las Américas for its leading audited farm market coverage of Mexico, Central and South America.

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owned by more than 50 of its employes.

"We have a generous profit-sharing scheme, and everyone is covered by heavy superannuation. Thus the staff feel they own the business, and they participate in any progress the company makes personally.

"And we have nobody standing over us, demanding large profits."

■ Patterson has by far the largest research department of any agency in Australia, headed by an American, A. R. Whitman, formerly with Opinion Research Corp. (and currently on a business visit to the U.S.), who married an Australian girl and settled Down Under as an "American war bridegroom."

On his staff are honors degree psychologists and statisticians. A punch card system is used for mechanical tabulation of results.

The agency operates the only home opinion panel in Australia. It was, the agency says, the country's first with a punch card accounting system, which has been installed for 10 years.

■ It has a strong belief in market research of all kinds as a cornerstone of agency practice.

It has a model drugstore stocked fully with its clients' and competing products and also a similarly well-equipped model self-service grocery.

The creative side of the agency is given pampered treatment and complete creative freedom, a policy which the agency maintains has attracted top people. They are said to like the system under which account executives function as account executives and not as creative dictators.

The group system, which operates in the U.S. and England, is closely followed in Australia.

■ Special attention is given to the growing medium of television, and tv workshops have been set up in all four capital cities. Its executives pay frequent visits abroad to study trends, and nearly all have visited America.

The agency's tv billing has gone from nothing when television started in Australia three years ago to 19% of billings today.

The 1959 George Patterson breakdown of billing was as follows: Newspapers and magazines 53.8%, radio 13.8%, television 19%, outdoor 1.5%, printing, display and screen, etc., 11.9%.

■ Patterson predicts that over the next five years its billings will double and its staff will reach 600.

It told AA's correspondent that its 1950 billings were $3,847,500; in 1955 they rose to $5,132,225 and currently they are hitting more than $11,250,000.

In fact, the only problem it sees ahead of it is space in which to house people and the acquisition and training of more top talent.

It figures its growth will be ahead of Australia's growth, and one will help the other. #

International Ad Boom Grows; Future Bright

(Continued from Page 47)

international arena with the purchase of a major British agency. It was the year that both Foote, Cone & Belding and Grant Advertising moved into Germany.

• 1959 was also the year that E. I. du Pont de Nemours & Co., up to now a laggard in international development, began a major marketing push in Europe. And by year's end Batten, Barton, Durstine & Osborn was relieved of its international advertising assignment for Du Pont.

• BBDO, under its new president, Charles Brower, had already been surveying the international field and last March it made a much-heralded entry by joining forces with Pat Dolan's hot London agency, Dolan, Ducker, Whitcombe & Stewart.

For BBDO, it meant a reversal of a long-standing policy against foreign entanglements. It was a reversal which showed graphically which way the wind is blowing in this business.

• Other purely domestic U.S. agencies are now taking serious looks at international markets. It is known, for example, that Doyle Dane Bernbach and Norman, Craig & Kummel are both investigating this area. It is not so generally known, however, that both Lennen & Newell and Leo Burnett Co.—yes, Chicago-based Burnett—also are examining possibilities for international activity.

Burnett and N. W. Ayer & Son are the two remaining agencies in the top 10 without any offices outside the U.S. and Canada. Ayer had a big international operation going for Ford before World War II—but it has never returned to the foreign scene, although it does buy space for clients in international publications.

U.S. companies moving abroad will not want for familiar services. Along with agencies, public relations organizations, market research companies and management consultants have been scampering abroad to provide international service.

• Hill & Knowlton, Ruder & Finn and Barnet & Reef have worldwide pr networks. International Research Associates has offices or associates everywhere. Dr. Ernest Dichter now has his motivation research outposts in the four corners of the world.

• 1959 saw evidences of strong nationalistic feelings in many parts of the world, some of it directed against the invading Yankees. In London, following the BBDO-Dolan merger, rumors flew about a dozen more Yank agencies camped on the banks of the Thames, eager to buy out native shops; and a British agency president warned publicly that more U.S. agencies in London would degrade the business.

• Following the McCann acquisition of Hansen-Rubensohn in Australia, similar rumors flooded Sydney. Young & Rubicam and Erwin Wasey, Ruthrauff & Ryan were reported to be about to descend on the Aussies with their moneybags. From Y&R came a firm denial. EWRR, however, announced in London would degrade the busiadd facilities in Australia and Europe.

• The rumor mill is also hot in Frankfurt, where U.S. and British agencies are reportedly trying to get a foothold by purchase of a local shop. One of the recent visitors to Frankfurt was Pat Dolan, seeking to make a German deal for BBDO.

• In Caracas, the locally-owned agencies also are uneasy, witness the defensive outbursts at last February's Latin American advertising convention in the Venezuelan capital.

• In Geneva, where more than 100 U.S. companies have established their European headquarters, the huge influx of corporate executives and their families has brought some local resentment—and Americans are boning up on their community relations handbooks. #

Publicis already handles the French advertising for a number of leading international firms such as :

British-American Tobacco, Colgate-Palmolive, Coty, Dunlop, Duquesne-Purina, E.M.I. (Pathé Marconi), Eno Fruit Salt (Beecham Overseas Ltd.), Eversharp Pens and Pencils, General Motors (France) Frigidaire Washing Machine Division, Laboratoires Avlon (I.C.I.), Ronson, Shell Berre (French Shell), Singer, Trans-Canada Air Lines (Air Canada).

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London, Publicis (France) Ltd.
Fountain House, 130 Fenchurch Street, London, E.C.3.

New York
Publicis Corporation
Rockefeller Center
610 Fifth Avenue
New York 20, N. Y.

(*) Advertising Age, Special Annual Advertising Agency Issue, February 29, 1960

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U. S. Investment in Europe Trebles in Decade, Pushes $5 Billion

(Continued from Page 47)

the greater interest in Europe by American companies, U.S. industrial investment in Europe remains a small proportion of total U.S. investment and even a small proportion of U.S. industrial investment abroad.

• It is still only half of what U.S. companies have invested in Latin America.

• It is only about half of what U.S. companies have invested in Canada.

• And it is equivalent to the amount U.S. companies have invested in the rest of the world outside the Americas and Europe.

The annual flow of U.S. capital to Europe—recently $400,000,000 a year—is only about 1% of the total amount invested each year in the European economy and less than 1% of domestic industrial investment in the United States.

But even so, the rate of U.S. investment in Europe is rapidly increasing under the impact of the ECM.

About half the American capital is in Britain. But there are signs that the rate of investment in Britain is slowing down while in the ECM it is rising.

■ The Chase Manhattan Bank, in a report on Western Europe at the end of last year, pointed this up. "Over the long run," it said, "the United Kingdom can be expected to lose the lion's share of American capital in Western Europe. U.S. investments in the United Kingdom will continue to expand, of course, but they will be expanding faster in the Common Market."

Dr. John H. Dunning, lecturer in economics at the University of Southampton and author of a book, "American Investment in the British Manufacturing Industry," has reached a similar conclusion. In an article toward the end of last year he said "the probability that Britian has not fared as well in attracting new U.S. investment as she might have done had she participated in the Common Market is a very strong one."

A comparison of investment in Britain and the ECM countries, he said, "would appear to support the view that 1958 witnessed a slight redistribution of new American investment away from the U.K. to the Common Market countries."

■ Between 1957 and 1958, for example, the net capital inflow from the United States to Britain (which excludes the value of reinvested earnings by existing companies) fell from $157,000,000 to $58,000,000. In the ECM countries, however, the net capital inflow from the U.S. rose from $92,000,000 to $94,000,000.

In 1959, on the other hand, direct U.S. investments in Britain rose to $150,000,000 while those in the ECM rose to $122,000,000.

However, these 1959 figures are a trifle misleading because the British sector includes two exceptional deals of such a size that their like is hardly to be expected again for a long time, if at all. These were the take-over deals by American companies for the British Aluminum Co. and the British Timken company.

A more ready guide is provided by the investment activity in the first four months of 1960. In Britain we have seen the announcement of two Anglo-American partnerships in the electronics industry and one major U.S. investment in the British aluminum industry.

■ In the ECM countries, however, at least 10 major projects have been announced by U.S. companies.

Some of these corporations are entering Europe for the first time and there is no doubt that U.S. industry has been strongly attracted by the prospect of a mass market with rapidly rising standards of living—the prospect offered by the establishment of the ECM.

A recent McGraw-Hill survey showed that American manufacturing companies expected to be spending 47% of their foreign outlays in Western Europe this year, a larger share than that going to Latin America and Canada combined.

■ This may reflect the over-enthusiasm already noted by several commentators. But even if it represents more talk about investing than actually putting up the chips, there is little doubt that U.S. investment in Europe will take a further leap forward this year.

Even without the attraction of the ECM, the six countries forming the market are remarkably under-invested from the American point of view. U.S. investment in Britain has been estimated at 3.7% of the gross national product. This compares with 1.5% in Holland and Belgium and 0.8% in Germany, Italy and France.

Thus the part played by U.S. companies in the economies of these countries is comparatively small at present. In Holland, for instance, the 80 wholly-owned U.S. subsidiary companies employ only 13,000 persons of the country's total labor force of some 3,000,000.

■ Nevertheless, U.S. industry and the ECM are in many ways natural partners. What the six member countries of ECM are trying to do, the U.S. has already done, i.e., build a mass market with rapidly rising standards of living. U.S. companies entering the market bring more than capital investment—they bring know-how and new techniques which are just as welcome.

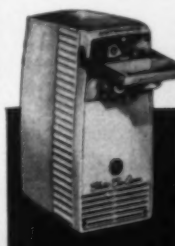
This is beginning to be reflected in rationalization of manufacture, marketing techniques and advertising and distribution methods.

The importance of U.S. industry to the ECM is growing rapidly, especially in the newer industries associated with rising incomes and a more gadget-conscious society. Before the formation of the ECM the bulk of American investment in Europe was in petroleum, motors and pharmaceuticals. In Germany, for example, much of the increased American investment, which rose from $227,000,000 in 1950 to $574,000,000 in 1959, went into old, established concerns like German Esso, German Ford and Opel, the General Motors subsidiary.

■ Investment still flows into these traditional fields—Standard Oil of New Jersey, Caltex and Socony Mobil, for instance, are participating in the $100,000,000 pipeline between Marseilles and Strasbourg—but at present American interest is mainly centered on industries such as chemicals, electronics, office equipment, nuclear power, packaging and food processing, where the potential growth is greatest.

Most of this new investment has been significantly by way of buying an interest in an existing

SYNTHETICS—*Europe is blanketed today by advertising for new synthetic fabrics, including Du Pont's. In France Ban-Lon is promoted imaginatively by Synergie, which also handles Nylfrance for Rhodiaceta.*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To understand the Negro today is to know why Negro Radio is so singularly effective as a sales medium. Rounsaville Radio is more than dominant with the Negro—it carries an impact not possible in any other media. Our staff's friendly, Negro voices carry your sales message to our Negro audience at home, at work, in the car . . . wherever they may be. Proof of our Know-How is their quick, loyal response to those products advertised on Rounsaville Radio. Let us tell them about your products. Rounsaville Radio is one of the oldest and the *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

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FIRST IN RATING IN SIX BIG MARKETS

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WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

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ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
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be confident of "beating" them when you
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Electrotypes • Travis R.O.P. Glass Mats
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company, or by forming a jointly-owned subsidiary with a European manufacturer. This is taken as a sign that the Americans are in a hurry to get into the market and prefer building on to a company already established in the field rather than starting from scratch with a wholly-owned subsidiary.

One type of company that must be doing a boom business in the ECM these days is the manufacturer of red carpet. For all six ECM countries are rolling it out for American investors, particularly for those with plans to invest in the under-developed areas of western Europe or those who can be persuaded to.

■ These are the southern half of France, northern Italy, and the Rhineland-Palatinate, Bavaria and Lower Saxony in Germany, where the per capita income is less than 10% below the ECM average ($871 in 1955); western France, middle Italy, and Schleswig-Holstein in Germany, where per capita income is between 40% and 90% of the ECM average; and southern Italy, Sicily, Sardinia and Corsica where per capita income is 40% or less of the average.

Stepping up the industrialization of these areas is the long-range aim of the European Investment Bank, which has an initial capital of $1 billion provided by the ECM countries as an additional source of long-term financing for both public and private enterprise.

Initially, the bank is granting long-term loans at prevailing market rates for specific projects. The object of these loans is to supplement funds raised from other sources and they are open to American as well as European companies.

■ In keeping the under-industrialized areas in long-term focus the bank is supplementing the regional programs of the six ECM countries. These national programs are offering substantial incentives and advantages to U.S. companies.

In France, where the major aim is to draw new industry away from the Paris region, aid to companies as a rule increases with the distance from Paris and the number of workers employed. As part of its program of underscoring the advantages to foreign investors, the French have more recently designated some 34 critical zones and eight reconversion zones.

In the critical zones—usually developed areas where new industry is needed to offset declines in existing industries such as shipbuilding—the average government subsidy runs to about 11% of invested capital. In the reconversion zones—around St. Nazaire, three near Belgium, three along the southern coast and in the Vosges Valley—which are particularly hard hit areas, there is an automatic 20% government subsidy for any new investment. In addition, the government will arrange, through guarantees and low cost loans, for up to 50% of total financing.

■ The Dutch treat all foreign investment quite liberally, giving tax-free accelerated depreciation on one-third of the initial investment plus a 4% annual deduction on additional plant and equipment. But foreign investors, because of this liberal policy, often tend to overlook the additional regional incentives—mainly in the provinces of Groningen, Friesland, Drente and Overijssel. In these areas, subsidies up to 30% of construction costs and 50% of land costs are available.

Belgium, already highly industrialized, has concentrated on redeveloping the Borinage and other coal mining areas and more recently increased the number of development zones to 14. The Belgian government offers capital grants, tax exemptions and low-cost financing with interest rates as low as 1% in some cases.

Belgium and Holland provide conditions favorable for growth companies re-investing profits.

Tiny Luxembourg is particularly attractive for smaller U.S. companies interested in special investment incentives. Although the country has one of the highest per capita income levels in Europe, it provides special tax concessions and other incentives to foreign companies.

Italy, substantially the least developed of the six, offers by comparison by far the most substantial incentives to foreign investors—primarily to encourage investment in the South. The problem here led to the setting up of il Cassa pe Il Mezzogiorno, an autonomous agency, in 1950. The Cassa handles financing of public projects and also allocates funds to special credit institutions serving the area. It also handles all European In-

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vestment Bank and World Bank loans.

Companies investing in the South of Italy, Sardinia and Sicily, get a 10-year exemption from all corporate taxes, grants up to 20% of plant costs, long-term low-cost financing, which with direct subsidies can reach 85% of the total investment, and reduction in shipping costs and local taxes.

■ Germany, exceptionally, does not actively solicit foreign capital to develop its industry. But there are regional development programs in the individual Laender and special incentives, primarily cheaper long-term credit, will be available to foreign and German companies investing in some 16 areas. Substantial concessions are also offered to companies locating in West Berlin.

After sizing up the advantages of the different countries, the biggest number of American companies have so far settled on Belgium. About a third of new projects are to be found there.

Holland and Germany each have about one-fifth and France and Italy about one-sixth.

■ But although the businesses are set up in the ECM countries, the head offices often are not. Most of these are in Switzerland where the ECM is boosting the price of office space. The attractions of Switzerland are many. They include the tax situation, the corporate laws and the fact that Switzerland is a fairly neutral base outside the ECM. In the event of the separate Free Trade Area of Britain, Scandinavia, Austria, Switzerland and Portugal building up into a rival to the ECM after it gets under way July 1, a Swiss headquarters can also act as a bridge between the two trade areas.

Other attractions are the good communications, the central position in Europe and a multi-lingual staff. But the deciding factor is no doubt the hard and stable Swiss franc. At least 110 American companies have now set up their European headquarters in Switzerland.

■ E. I. du Pont de Nemours, for instance, last year moved its European headquarters from London to Geneva. It is also believed to have rejected a proposed addition to its plant in Northern Ireland in favor of a new Orlon plant in Holland.

All the major U.S. chemical companies are now heavily involved in the ECM.

Dow Chemical is to build a latex factory and a phenol plant (jointly with the Netherlands State Railway) in Holland. Union Carbide plans polyethylene plants worth $30,000,000 in Antwerp and Sicily. Neville Chemical Co. of Pittsburgh has formed a subsidiary with a Dutch company to build a hydrocarbides factory. Monsanto is planning a new plant in the ECM.

■ In the paper industry, Kimberly-Clark has bought controlling interests in several French paper concerns. Diamond National Corp. of New York has formed a subsidiary in Milan to produce special packs for perishables.

In the electronics field, RCA is joining a $25,000,000 project to create an electronics manufacturing complex in southern Italy. International General Electric has recently formed a Dutch subsidiary in the Hague to manufacture instruments for NATO. #

Here's how:
via WNBQ

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Women make up
their minds...
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And more women
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Stickin' around WITH kleen-stik®

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

How to "Warm Up" Cold Remedy Sales

IDEA NO. 169

Canadian drug manufacturer Ayerst, Mckenna & Harrison, Ltd., Montreal, sells its popular "Kryl" cold and sinus tablets from this handy counter dispenser. To make the package even more convenient, a strip of self-stickin', heavy-duty Kleen-Stik Dubl-Stik was added at the bottom of the easel. Dealers merely *peel* off backing, *press* dispenser on counter top or other smooth surface . . . and Kleen-Stik's moistureless "miracle" adhesive *holds fast* to help make fast sales! Ingenious carton by American Paper Box Co. Ltd., Montreal.

WORLD'S MOST VERSATILE *SELF-STIK-ing* ADHESIVE

IDEA NO. 170

"Shock-ing" Use by MONROE

With special truck painting costs skyrocketing, Monroe Auto Equipment Co., of Monroe, Mich., sought a *better way* to identify dealers' vehicles advertising Monro-Matic Shock Absorbers. And Ad Director Alan Ballantyne found it—in these versatile, *weather-proof* Vinyl-Stik signs. They apply *oh-so-easy* on any car or truck (as well as on garage or gas station exterior) . . . and *stick tight*, unaffected by heat, cold, moisture, oil, scuffing—practically indestructible! Colorful screening job by Morgan Process Co., Detroit—prexy Jim Morgan and Walt Bryans handling.

Your P.O.P. will give "extra" service if you use self-stick-ing Kleen-Stik. Write for full information and *free* ideas—or see your regular printer, lithographer, or silk screener.

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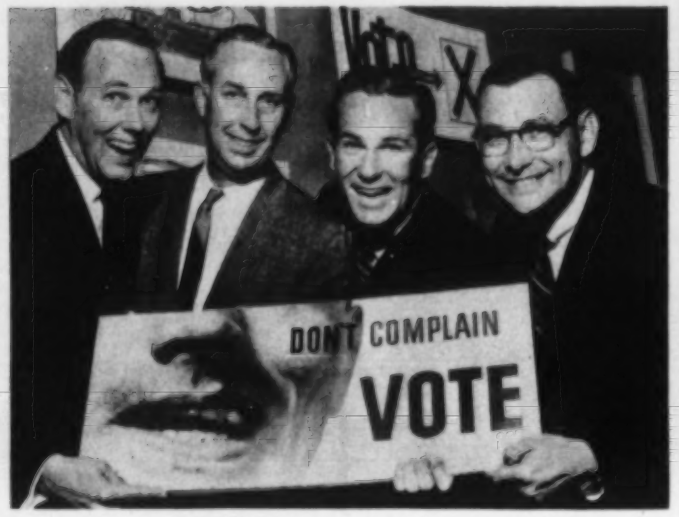
PHOTOGRAPHIC REVIEW



Allen Smith Hanson Hudgins

POSTER WINNER—*Judges in the fourth annual collegiate advertising art contest, sponsored by the Advertising Assn. of the West and Zellerbach Paper Co., San Francisco, pose with the grand prize winner submitted by David A. Dreschel, senior at Art Center School, Los Angeles. A record 451 entries were submitted from the western U.S. this year. Theme of the contest was, "Can Art Make People Vote?" Judges are Jack Allen, Young & Rubicam; Hugh Smith (judging chairman), Outdoor Advertising Inc.; Paul Hanson, Foster & Kleiser; Ralph Hudgins, Commercial Art Magazine, and (not shown here) Nick Carter, Batten, Barton, Durstine & Osborn.*

Munro Judges Bowker Simmons
Woodley Heppner Sabloff

BOARD—*Newly elected officers and board members of the Advertising & Sales Executives Club of Montreal are J. A. Lyone Heppner, Confederation Life Assn., president; R. A. Judges, Montreal Star, immediate past president; Robert Simmons, Canadian National Railways, treasurer; E. H. Woodley, Northern Electric Co., vp; R. M. Sabloff, House of Seagram, vp; R. L. Munro, Rapid Grip & Batten, vp, and A. E. Bowker, Vickers & Benson, vp.*

McCabe McQueen Richards Knight

STRATEGISTS—*Discussing handicaps in between rounds at Newsweek's invitation golf tournament in Akron are Gib McCabe, president and publisher, Newsweek; L. A. McQueen, vp of sales, General Tire & Rubber Co.; Jim Richards, vp, B. F. Goodrich Co., and John Knight, Knight Newspapers.*

WINNER—*Don Johnson, account executive, Buchen Co., Chicago, was this year's winner of the Advertising Age Cup in the annual Agate Club of Chicago golf tournament held on May 20.*

Osbahr Mrs. Barr Conti O'Neill

MEDIA DAY—*Conti Advertising Agency, Ridgewood, N.J., tossed a party for media men in industrial, electrical and electronic fields, attracting G. Peter O'Neill, regional manager of Space/Aeronautics; Bernard F. Osbahr, editor of Electronic Industries, and Ed Conti and Mrs. Dorothy Barr of the agency.*

Paniguian Jeanneret Heiniger de Garmo Cooper Dentan Batchelor

'RAY ROLEX!—*Gathered in London for meeting on Rolex Watch Corp. are representatives of advertiser's international and U.S. agencies, J. Walter Thompson Co. and de Garmo Inc., respectively. The group here, which convened earlier in Geneva and moved to England, includes Rene Jeanneret, ad director of Montres Rolex; Rene Dentan, president of American Rolex; John Cooper, ad manager, and Andre Heiniger, director, both of Montres Rolex; John de Garmo, president of the New York agency; H. A. Paniguian, director of JWT's London office, and Michael Batchelor, JWT account man. J. Walter Thompson Co. has handled Rolex International for more than 20 years; de Garmo has been the American Rolex agency for more than 10 years.*

WATER SKI KITERS—*Canadian Club will describe the new sport of ski flying, using water skis and a kite, in a page ad in magazines. Simon Khoury took this picture of himself by attaching camera to kite. Ad runs during July. C. J. LaRoche & Co. is the agency.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

How to talk to a crowd

It was said that Gladstone got on poorly with Queen Victoria because he talked to her as if she were a public meeting, while Disraeli got on well with her because he talked to her as if she were a woman.

Dorothy Thompson said she was always grateful to David Sarnoff because, at the beginning of her radio career, he said: "Always remember that the microphone is not a megaphone. It is an ear."

We try to remember this every time we write a radio or television commercial—or an ad.

For no matter how many millions may be in the audience, each one watches with his own personal eyes, and listens with his own personal ears.

This makes communication a person-to-person affair. It is why we try to make every commercial and ad talk to one person at a time and talk to sell something.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Consumer Products Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

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Feature Section

Advertising Age

How to Wreck a Poster

C. M.: 'What's Happened to Words?'

Biography of a 'Sudden' Idea

Coffee Break Is Biggest Abuse

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

On the Merchandising Front . . .

Lessons for Marketing Men in Lung Cancer Statistics

By E. B. Weiss

No business subject has ever been put through a statistical mill to the same degree as the relationship (if any) between cigaret smoking and lung cancer.

Now I make no pretense of knowing which side is right. I have absolutely no opinion on the subject; I'm not entitled to any.

E. B. Weiss

But the statistical torrent on this subject has provided the world of marketing with a classic example of how (1) statistics can sometimes mislead and (2) how easily they can be misinterpreted.

In order to make these two points, I am being entirely one-sided—on the side of those who see no connection between lung cancer and cigaret smoking. But I do this solely to give the world of marketing a revealing illustration of the vital importance of *digging deeply* into statistics rather than accepting them at face value.

I therefore present in this column *only* the points made by eminent scientists and by eminent statisticians who are more than merely dubious that *any* kind of link, including the statistical, has been forged between cigaret smoking and lung cancer. (I present these observations in no particular order—and extremely abbreviated from the original documents.)

■ **1.** Why is it that deaths from all other sites of cancer (other than lung cancer) are higher for cigaret smokers than for non-smokers? Does smoking cause *bone* cancer?

2. Why is it that deaths from all other causes (other than coronary and cancer) are higher for cigaret smokers? Does smoking cause deaths from meningitis?

3. Could it be that heavy cigaret smoking and the tendency to cancer are both expressions of a more fundamental cause of illness of a constitutional or hormonal nature?

4. Presumably cigaret smoking also causes cancer of the larynx. But cancer of the larynx has not increased significantly. Why not? The larynx is a gateway to the lungs.

5. Do people with different occupations have different smoking habits? If so, may differing death rates represent job differences rather than smoking differences?

6. Is it possible that the cigaret smoker may differ physically and socially from the non-smoker? No study to date has investigated physical, social, or occupational factors. Maybe differences in these factors could account for differences in the death rate rather than smoking habits.

7. Many who would have died between 18 and 50 are now saved by modern medical science. Could this mean that a high percentage of these survivors are physically weak and thus more prone to lung cancer from all causes? (Ditto for infants who formerly died in the first year of life and who, under nature's law of survival of the fittest, were not destined to reach maturity.)

8. When mathematical adjustments are made both for growth in population and aging of the population—*total* cancer deaths between 1930 and 1953 showed a definite relative *decrease*. Yet, during this period, medical ability to detect cancer, and medical tendency to think in terms of cancer, had increased enormously.

■ **9.** A relationship of cancer, in all its aspects, to stress, to emotion, to anxieties is known to exist. Asthma is considered today to be essentially of emotional origin—and asthma is a lung ailment. The various allergies, some of which involve the lungs, are known to be essentially of emotional origin. How does all this relate to lung cancer? Could the equation be: more stress—equals more asthma—equals more lung cancer?

10. If there is a statistical increase in lung cancer, what percentage of it is traceable to more accurate diagnosis?

11. It is a well-recognized medical fact that increased publicity of a disease often produces a rise in the number of cases reported. This results both from the fantastic ability of the human to develop the symptoms of a well-publicized ailment, and from the unconscious tendency of the doctor to look for symptoms of a well-publicized ailment and to diagnose symptoms as indicating that same much-publicized ailment.

■ **12.** The difference in the lung cancer rate between men and women has widened over the last 30 years—it was about 2½ times greater for men in 1930 and is now about 4½ times. *Yet it was during these very years that women took up smoking by the millions!*

13. Lung cancer rates are about the same in the U. S., Denmark and Switzerland. Yet the per capita consumption of cigarets in Denmark and Switzerland is about half the rate in the U. S. The English and the Welsh smoke only 70% of our per capita cigaret rate, but their lung cancer mortality is more than twice as great. Per capita consumption of cigarets in New York State and in Idaho is about the same, yet the lung cancer rate in New York is four times greater than in Idaho. Smoking habits in Charlotte, N. C., are little different from those of other comparable communities; yet Charlotte has a lung cancer mortality ratio that is about one-third the national average and less than one-fourth that of some heavily-industrialized areas.

■ **14.** The lungs are exposed to external environment more than any other organ. They function in a sea of known cancer-producing substances. How can air pollution be separated from cigaret smoking as a cancer causative?

15. Why is it that millions of very heavy cigaret smokers do not develop lung cancer? (Only a *tiny* percentage does.)

16. The death rate from *all* of the five major categories of causes of death is smallest among non-smokers. Why all the emphasis on lung cancer—particularly since the death rate from *all* forms of cancer is high among heavy smokers? Why not point the finger at smoking as the basic cause of the five major mortality causes?

17. As for mouse-painting experiments, a man would have to smoke at least 100,000 cigarets daily to get an equivalent exposure to his lungs. Moreover, when these mice were painted with half the dose, they did not get skin cancer—which suggests, theoretically, that a man could smoke 50,000 cigarets daily without danger of lung cancer from smoking. Certainly the one deduction must lead to the other!

■ **18.** Tobacco was once considered to be the principal offender as a causative agency in cancer of the mouth (cigars and chewing tobacco were presumably the offenders). Today, it is known that cancer of the mouth is attended by a severe nutritional deficiency and the tobacco theory has been almost totally discarded.

19. Completion of a medical course does not always eradicate unscientific concepts regarding the requirements of valid evidence. Medical doctors are no more skilled in interpreting statistics than are marketing executives—probably less so.

20. Since the vast majority of *heavy* smokers do not get lung cancer, isn't it possible that the tiny minority of heavy smokers who do get lung cancer may have physiological, psychological and emotional characteristics that predispose them toward this—and other ailments? And may not the heavy smoking be an *indication* of the existence of these characteristics—*not the cause of them?*

■ **21.** There has been a growing body of evidence in the past decade or more to indicate that multiple factors are operative in setting the stage for a considerable variety of cancers in man. There is a rather small group of human cancers in which only a single environmental agent is apparent as a predisposing cause of any significance; more commonly there are two or more separate factors (frequently of entirely different nature) which combine to increase the likelihood of cancer developing in the individual. Why blame cigarets?

22. Up until the 1930s, medical textbooks referred to a certain form of cirrhosis of the liver as being "alcoholic" cirrhosis. This was "proved" by the fact that nine out of ten individuals with this type of liver disease had been excessive users of alcohol over long periods of years. Now it is known that this form of cirrhosis of the liver does not have anything to do with excessive alcohol consumption but is due to a nutritional deficiency. (So stoke up on those martinis!)

23. A distinct correlation could be shown between beer drinking and rates of lung cancer. That may be no sillier than the presumed correlation between cigaret smoking and lung cancer.

■ **24.** The tabulation of individuals presumably dying of lung cancer is based on death certificates—*without post-mortem verification* in the vast majority of cases. Death certificate identification of the cause of death is in error to the tune of perhaps 30%. And death certificate identification of the cause of death has its fads. Doctors are in no way immune from the current trend of thinking!

25. Seventh Day Adventists, who do not smoke, were found to have a low lung cancer rate. But—they constitute a small, special sample, which is poor statistical procedure. They also eat less fish and meat, drink less coffee and whisky. They drink more milk. They differ in other characteristics from the general population, including perhaps more freedom from stress because of their religious beliefs.

26. Cancer is a *biological* problem—not a *statistical* problem. Said a great scientist: "If biologists permit statisticians to become the arbiter of biological questions —*scientific disaster is inevitable.*"

■ **27.** It has been found that cigaret smokers have more ulcers, divorce more often, change jobs more frequently. Amazing what the weed will do—isn't it?

28. It is obvious that many of the deaths in the earlier decades of this century, which actually were due to lung cancer, were recorded in vital statistics as due to pneumonia, influenza, tuberculosis, etc. Said one scientist: "If one will accept that this error of past decades was as little as 5%, this adjustment would show that there has been *no real*

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Media Man

The media man drinks lunch for free,
His life is a loaded Christmas tree.
And he can make a dry martini
Vanish faster than Houdini.
He has no brain, but it doesn't mattah
As long as there is Standard Rate and Data.

increase in lung cancer during this century."

29. And, to wrap this up, I quote Dr. Joseph Berkson, head of the Section of Biometry and Medical Statistics of the Mayo Clinic, who said: "It is my personal opinion, and I know as much about it as anyone else, that smoking does not cause cancer of the lung."

Dr. Harry S. N. Greene, chairman of the Department of Pathology, Yale University School of Medicine, agrees. He challenges the whole theory that smoking causes lung cancer. "The case against tobacco is derived mostly from statistical associations and some experimental work with animals," Dr. Greene wrote: "The mere fact of a coincident increase or decrease in the frequency of given happenings does not necessarily mean that one is causally related to the other."

* * *

I still do not pretend to know whether or not there is a relationship between cigaret smoking and lung cancer—but I do hope that this one-sided exposition of the case will persuade marketing men to examine statistics more analytically and also more *intuitively*.

So, when you see a neat table of statistics which presumably makes out an air-tight case for a marketing procedure, get your eyebrows up. #

Salesense in Advertising . . .

Biography of a 'Sudden' Idea

By James D. Woolf
Creative Consultant

"By George!" you exclaim. "I've got it!"

Like a flash it hit you: a brand new idea; the answer to a puzzling question; a key to unlock a stubborn door.

It came to you perhaps while you were shaving, or were lost in your morning paper, or were playing a rubber of bridge. Your mind was miles away from the problem, but suddenly and without warning the solution popped into your head.

James D. Woolf

What is the explanation of this miracle of creation? Do we humans customarily solve our problems, get our good ideas, without laborious thought? Can we, paying no price, safely sit back and wait for these flashes to spring into our heads, uninvited, as we loaf and play? Not on your life, say the psychologists!

■ Here are two examples, out of my business experience, of the way it works:

Once I coined an advertising slogan for a meat packer—"*The Meat Makes the Meal*"—which was widely used. This phrase crashed into my mind, as I sat watching a ball game, with the suddenness of an unexpected home run. Maybe I was just lucky, but I don't think so. For the fact is that, two days before, I labored for seven hours on the problem, trying furiously to *will* an idea for slogan, and had gotten nowhere. But it was that seven hours of concentrated effort, nevertheless, that finally produced the slogan, as shall presently appear.

In another instance, I was assigned the task of originating a slogan for a brand of commercial apple butter. An apple butter with "the old home taste" was the general thought we sought to express. But the slogan, after three whole days of effort, just wouldn't come. I could not capture the one word which better than any other would express the idea. Such phrases as "The old home taste you like," or "You'll love its old home taste," lacked that "something." Two weeks later I awoke after midnight from deep slumber, reached for pencil and paper, and wrote down my slogan: "*The old home taste you hanker for.*" *Hanker* was the precise word I sought. Yet I had not given the problem one minute of thought since those first three days of hard mental labor.

■ James Merritt Ives, the inventor of halftone printing, relates that "while operating my photostereotype process in Ithaca I studied the problem of halftone process. I went to bed one night in a state of brainfag over the problem and the instant that I woke in the morning, saw before me, apparently projected on the ceiling, the completely worked-out process and equipment in operation."

An even more dramatic example is seen in an experience of the French composer, Louis Berlioz. Writes Knowlson: "He desired to compose a song, with chorus, for the *Cinq Mai* of Beranger, but was pulled up short by a difficult refrain. He tried again and again—but in vain. He gave it up in despair. Two years afterward he was bathing in the Tiber, and on rising from a dive he found himself humming the musical phrase so long sought in vain."

■ How often have you tried futilely to recall a fact you know well, something as simple, perhaps, as the number of feet in a mile? No matter how strenuously you prod your mind, the figure escapes you. Defeated, you give it up and your mind occupies itself in other directions; an hour or two goes by—and then, without notice, the correct answer flashes into your consciousness, 5280.

What happens in these cases is this: The *conscious* mind gives up, but the *subconscious* continues to plug away.

Sudden illuminations such as those described, psychologists believe, are never produced except after some hours or days of voluntary conscious effort which at the time appeared altogether fruitless. As the farmer plows and fertilizes his soil and plants his seed, and then waits for nature to achieve her magic, so must the creative thinker diligently prepare his conscious mind for its wonders subconsciously to perform.

■ Napoleon believed that battles were won by means of sudden illuminations in the field. But it is certain that an untutored Napoleon—a Napoleon with no previously acquired knowledge of strategy, terrain, materials and men—would have had no inspirations at all. Madam Curie, in search of radium, and Selfridge in search of new commercial ideas, exhibited the same stages in their creative thinking: a close study of the facts, a *willed* effort toward realization, a few setbacks, then a period of patient waiting for the subconscious mind to do its work. Maeterlinck, too, believed in hard, conscious work, in saturating his mind with his subject. But "when one is able to follow Maeterlinck's experience, step by step," reported his wife, "one gets a realization of the formidable role played by the unconscious in our spirit."

■ Does all this suggest a formula for creative thinking? No, hardly a formula, but we are provided with two important guideposts. Plainly there are two vital stages or periods—a period of *work* and a period of *waiting*. Interrelated, each is dependent on the other for its effectiveness.

The *work* period is the time for inquiry. The successful solution of a problem, the origination of a good new idea, should begin always with a clear and sure grasp of the problem itself and the end sought. Your corn won't grow, or your cows are ailing. Your son is unruly and refuses to apply himself at school. Your employes are discontented and uncooperative. Your credit losses are twice what they should be, or your salesmen are not attaining their quotas, or your production costs are far too high. Whatever the problem, the right remedy cannot be discovered until the precise cause of the difficulty is understood. Hence the *work* period is the time for consciously controlled investigative effort—the time for fact-finding and searching analysis. This done, your subconscious mind is ready for the *waiting* period.

■ Hidden deep in the recesses of your mind are thousands upon thousands of impressions—of stored-away memories of things you have heard, read, seen or felt all your life. That fact, or image, or bit of knowledge which is not in your mind at a given moment, or day, or week, and which refuses to come forth from the ante-chamber at your bidding, cannot be forced by your will to appear until the right *association* has been found. Hence the *waiting* period.

For it is the force of *association*, and not the force of will, which finally produces ideas. When Charles B. Duryea was building, in 1891, one of the first workable motor cars, a good carburetor did not exist. A better way of injecting gasoline into combustion chambers had to be found. After a long work period, the problem remained unsolved: Mr. Duryea was stumped. Deep in his subconscious he must have been vaguely aware of perfume atomizers, but his conscious "work-thinking" had failed to call forth the association from the ante-chamber. The waiting period continued until one day, seeing his wife using an atomizer, Mr. Duryea had his idea and his carburetor!

■ George Westinghouse thought up the air brake by much the same process. The problem: how to bring a long string of cars to a simultaneous stop. Buried away somewhere in his subconscious was a knowledge of compressed air, but it had no meaning until, after patient waiting, the right association came along. One day he read that compressed air was being

The Creative Man's Corner . . .

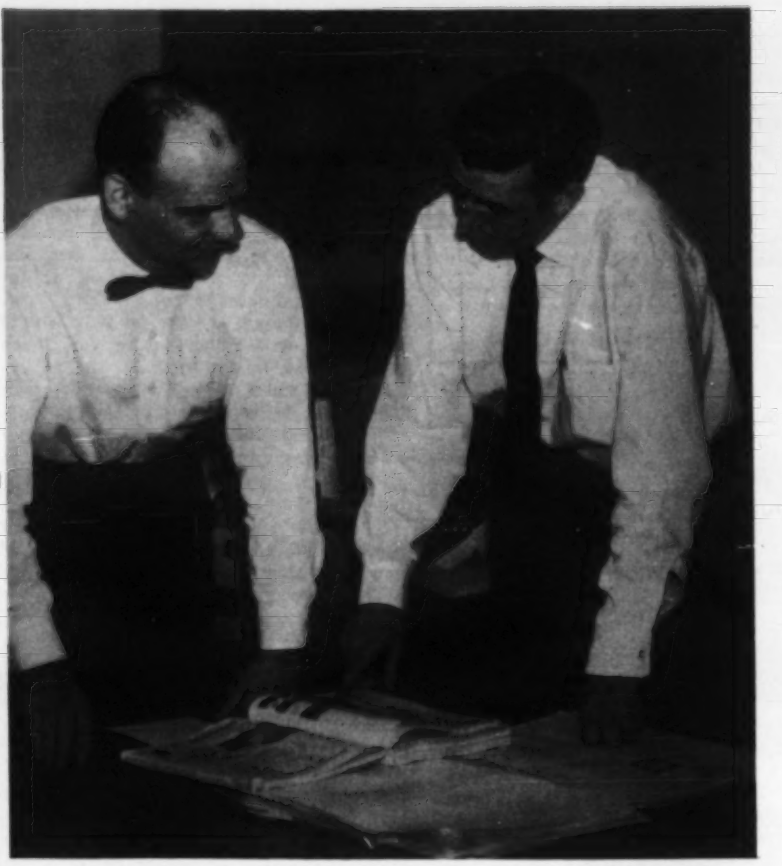
Words, Words, Words!

Here is another in the long line of ads where the fabricators have turned to dramatic and highly communicative illustration for the purpose of getting across their messages most persuasively.

What's happened to words—and the wordsmiths who once rose against the background of the advertising business like mighty titans? Does the trend to dominant illustration reflect the frequently mentioned lack of copy wizards?

We suspect it does, and we mourn the lack of them. Those who still walk among us walk chiefly in the front office, devoting their writing skill to signing checks or memoranda. The coming titans either have smothered under tons of research or have surrendered meekly to the art department. Maybe it's time the art department was coming into its own.

Yet, it seems to us, communicating with pictures is not unlike pointing with the forefinger to make known what it is one is talking about. We can feel the hackles rising on countless art directors as we write this. Our intention is not to derogate their function. But art can never take over the entire job of communication in advertising. The art director should feel gratified that he has gained in importance in the creation of an ad. But he should never delude himself that advertisements can attain their full communicative purpose without words, vivid, memorable words. An ad is still a two-man operation. #



Two direct checks of "user interest" in the IRE DIRECTORY are the 30,000 reader service cards processed annually (see picture bottom left) and the John T. Fosdick Associates report on 786 IRE members who voted a strong preference in favor of the IRE DIRECTORY compared to the next directory in this field.

REFERENCE BOOK	REFERRED TO REGULARLY		REFERRED TO MOST FREQUENTLY		MOST HELPFUL	
I.R.E. DIRECTORY	271	34%	345	44%	287	37%
ELECTRONIC BUYERS GUIDE	139	18%	270	34%	262	33%
BOTH OF THE ABOVE	225	29%	40	5%	51	6%
NO ANSWER	151	19%	131	17%	186	24%
BASE	786	100%	786	100%	786	100%

IRE dares to be DIFFERENT!

A Dialogue

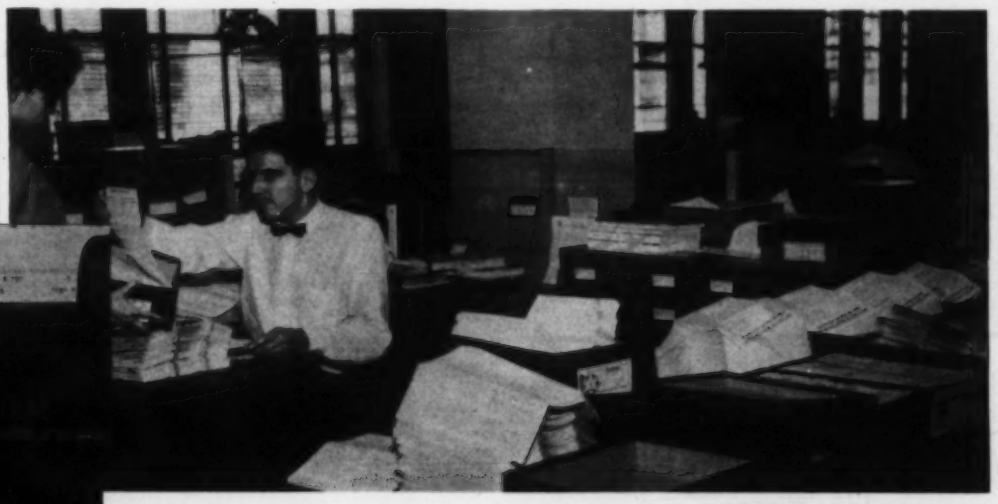
Dayton Jones*: Carl, I suppose all these little ads are effective enough, facing listings as they do. But, just like in spot radio announcements, you wonder "where is the program?" A good advertising program to 60,000 IRE engineers needs some system and planning. I would like to see more of that in the IRE DIRECTORY.

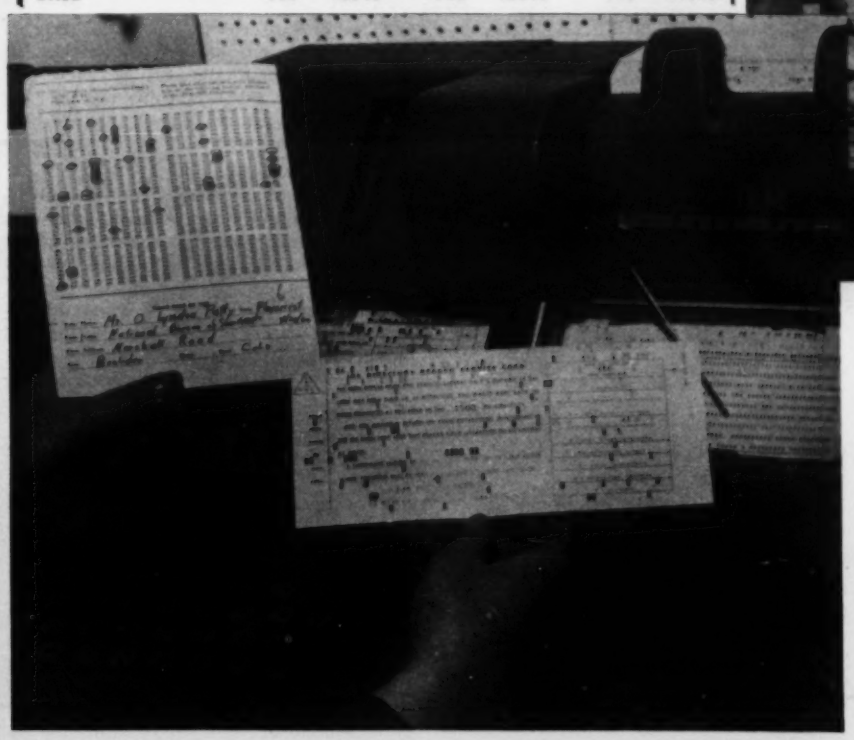
Carl Maier*: But, Day, these "spot announcements," as you call them, are all part of a program. We have two kinds of program in the IRE DIRECTORY. There are the "short form catalogs" in the multiple advertising page section and there are these units from pages down to 1/6th pages directly facing related product listings. Some advertisers use a series of the smaller ads spotted into every product class in which they manufacture. A few, very cleverly I think, use both "spots" and "multiple pages" supplying complete-line information in one place and specific product data right in the index in which the engineer is looking.

Dayton Jones: Well, I'm certainly not going to kick about those "spots!" I know they pull remarkably. And no other directory offers this "facing listings" service. It is exclusive with IRE. But how in the world do you do it -- I mean get these positions right?

Carl Maier: It's not easy. We have to use visible make-up, pinned on these boards behind me. Sometimes we shift an advertisement twenty times before we go to press. But the ads provide illustrations to the listings, making a much more interesting and self explaining DIRECTORY. It helps the user to see the product picture and it makes little ads work a lot harder both for big and little advertisers.

THE CAST
*(left) Carl Maier, Production Manager of the IRE.
*(right) Dayton Jones, "high man" in IRE DIRECTORY sales.





Ad Forms Close June 15

The IRE DIRECTORY

Published by THE INSTITUTE OF RADIO ENGINEERS

for its Members and Industry

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606

BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

piped to rock drillers in mountains miles away. "If compressed air can be sent that far," he reflected, "then I can pipe it through a long train of cars and stop them all at the same moment." Here was the analogy that sparked his mind—and soon after, he invented the air brake.

Enforced conscious effort carried on for too long a time is liable to produce nothing but brainfag and confusion. René Descartes, renowned French scientist and philosopher, believed that "idleness in sensible proportions" was conducive to the production of ideas; believed that after the raw material had been gathered by *disciplined* effort, the subconscious mind should be given free *undisciplined* play.

Psychologists agree with Descartes: disciplined work and undisciplined reverie. Says Knowlson: "Sir Walter Scott, faced with an unsolved difficulty during the day, always looked to the morning for a solution. 'I lie *simmering* over things,' Sir Walter said. If a search in his working hours failed to reveal the wanted idea, he would say, 'Never mind, I shall have it in the morning.' "

But few of us can be as confident as Scott of such early access to ideas. Working and waiting, thoroughness and patience—here, it seems, is the secret. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Tyler Correction

In William D. Tyler's column (Tyler Picks Ten), which appeared in the May 9 issue of AA, credit for the Carnation headline shown on Page 102 was given to Mary Jane Thompson of Erwin Wasey, Ruthrauff & Ryan. Credit for the theme, "The Milk You Can Use Like Cream with ½ the Fat Calories," belongs to Van Carlson. A correction from the agency's Los Angeles office arrived too late for presstime.

Learning from the Retail Ads . . .

The 'I Am an Artist' Ad

(More on the enraged artists)

By Clyde Bedell
(Mr. Bedell is a consultant in creative advertising and advertising training.)

Despite contrary asseverations of an art director recently, in Voice of the Advertiser, I do love artists. And mighty rarely would I ever think of running an ad without illustration—and never without layout.

But I love artists unqualifiedly only on holidays and weekends and after working hours. I love them in connection with advertising only when they realize that layout and art are honest and legitimate means to a valid commercial end, and not ends in themselves.

Should this be so hard for certain hotheaded artists to understand? A recent correspondent indicated that critics (I am a "critic") don't understand what creative people are attempting to do in advertising. The only things on earth they should be attempting to do are these: They should be attempting to make advertising (a) interesting in the extreme, (b) as persuasive as possible, and (c) superb in lucid communication. Only this I understand.

■ When an ad has a headline mixed in with illustration and type in some contrived and awkward fashion (not from design standpoint but from the reader's standpoint)—like the clothesline ad I showed—the layout is bad.

When art, no matter how arresting and interesting, fails to advance, to the utmost possible within its opportunity, the selling objectives of the advertiser, it is poor advertising art. The fact that it may be good art, or good art for another purpose, doesn't keep it from being poor advertising art.

The moment an artist goes on a payroll or accepts a fee for advertising layout or illustration, he acknowledges a commercial interest interposed between himself and his art—one he should be proud to acknowledge and advance—or he shouldn't accept the assignment. If he does not keep this in mind, he—instead—interposes himself and his art between the man who pays the bill and the reader he seeks to sell.

■ Nothing is more juvenile than an adult artist who tries to view layout and advertising art apart from the individual ad each serves. Or the artist who never reads criticism and tests it for validity, but who starts to scream bloody murder because someone dares mention art as something that should have ends decipherable outside the artist's own mind.

Look at the women's magazines and *The Saturday Evening Post*. Each article or story is a communication. The message is the thing. The style of writing and the illustration both serve the end of communication. But since the message is the thing, you will usually find the author's name prominently shown. Since the art is bought to help get the message across, the illustrator's name may or may not be shown, but it is not given the same prominence as the author's. This is not due to an aberration or prejudice on the part of the editor. He wants to print the story or message, and it is the *author's* work. To illuminate he buys art—and no matter how superb and great the contribution made by the art, the message is still the thing, and the art is bought for the sake of the message.

■ In advertising, the advertiser or store is in effect the author. The ad is bought to convey a message. Layout (which is art) and art are bought to *illuminate* the message, not to obscure it or make it difficult to get off the page.

Whenever I hear an artist of any age inveighing against criticisms of *labored and contrived layouts, or art that obscures*, I know he is what he was when he left art school—a student, not an advertising artist.

Here an artist lays out an ad with an enormous signature repeated. Type inversion loses the top vital small line of type to the reader. The story the ad was bought to tell, and that the art was bought to illuminate, is buried at the lower left, and set in caps!

An artist may say the ad was bought to run the art. This cannot be true. If the ad's purpose was to run art, the advertiser could have run art which more people would be interested in seeing—perhaps a Rembrandt drawing, or cartoons. The art was run to illuminate a *selling message*, or the page is not advertising, but something else.

The re-do is simply a rearrangement of elements all present in the original. But now the reader's interest, and the store's interest are given precedence over the artist's "feeling."

This is not to disparage the artist. In most stores (and agencies) no one has ever helped the artist clearly to see advertising's basic, inescapable truths. He works largely out of hunch alone, without understanding of the enormous importance of the fruits of advertising research. I disparage a creative person only when he flies to the defense of the indefensible without pausing to see if he might learn how he might better serve his employer and the general economy. #

Employe Communications . . .

Easy Life for the Office Worker?

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Although the survey results were probably received initially by a demurring wail from thousands of the office hands, the National Office Management Assn. has come up with some statistics on office workers that make the life seem rosy indeed. This was obviously no hasty or haphazard investigation (NOMA doesn't run that kind), and it involved a whopping 2,000 American and Canadian industrial, business and service organizations.

Here are some of the stimulating disclosures that suggest the idyllic character of American office life:

• About 90% have no rules on office dress and no restrictions on employes' receiving personal mail at the office.

• About 80% have official office breaks.

• Roughly 75% permit employes to smoke and receive personal telephone calls at any time.

• Approximately 65% allow employes to make personal telephone calls at any time.

• About 50% arrange a summer outing for employes.

■ The rank-and-file office employe, represented in the foregoing cross-section, is obviously not a devoted reader of the employe indoctrination manual, which was handed him (or her) on the day of employment. At this point we introduce some statistics of our own, which you are invited to weigh against the optimisms recorded above:

• The majority of employe manuals make no mention of office dress, but roughly four out of five ask that no personal mail or telephone calls be received at the office unless urgent. They aren't "restrictions"—they're just requests, and it would appear that about 90% of the office help didn't read that paragraph.

• The 20% of office employes whose employers do not grant official office breaks take them unofficially.

• The 25% of companies which do not permit office employes to smoke on the job would be better off if they did. There would be less time lost in the lounges, and a more affable attitude toward the management.

■ The 35% of companies that do not allow employes to make personal telephone calls at any time, either by careful policing of calls or the installation of pay booths, are probably picking up a lot of business by telephone they would otherwise lose, but they are losing the time of the employe in going to and from the pay booth, and should make a check to see which is the less costly.

■ The biggest abuse in the modern office is the coffee break, and the percentage of employers who would like to see the practice scrapped runs around 95. However, 100% of employers pose this question: "How are you going to do it?" Whether it's an official break, or whether it is accepted practice to knock off whenever the mood impels, it's management's most worrisome problem. (*Question*: Won't a real, down-to-earth, straight-from-the-shoulder communications program influence employes to eliminate or reduce this abuse? *Answer*: Nope.)

Anybody for coffee? #

In its 37th annual Consumer Analysis,
The Milwaukee Journal offers you the greatest opportunity
of all time to evaluate product and brand use.

This 172-page survey uses a triple simultaneous
sample with techniques approved by the
Advertising Research Foundation.
It's the first Consumer Analysis
made in consultation with the ARF.

Covering more than 200 subjects, it is all
designed with you in mind—to help you
do business with maximum effectiveness in
growing million market Milwaukee.
Brand by brand, it covers varying purchase
periods and important shifts in buying habits
It has data on shopping centers . . .
market growth . . . income patterns . . .
employment and family structure—all to help
you make the most of your advertising dollar.

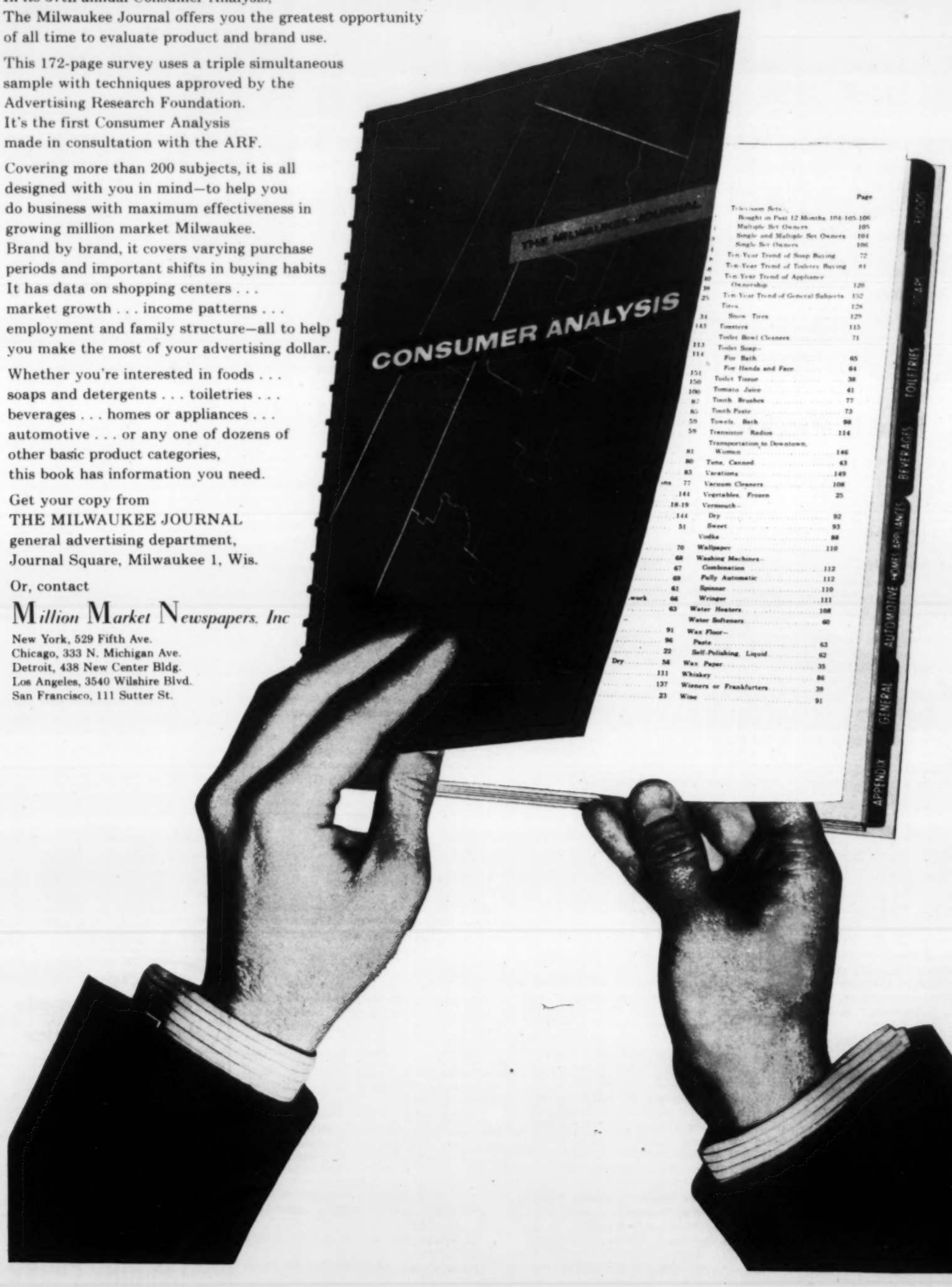
Whether you're interested in foods . . .
soaps and detergents . . . toiletries . . .
beverages . . . homes or appliances . . .
automotive . . . or any one of dozens of
other basic product categories,
this book has information you need.

Get your copy from
THE MILWAUKEE JOURNAL
general advertising department,
Journal Square, Milwaukee 1, Wis.

Or, contact

Million Market Newspapers, Inc

New York, 529 Fifth Ave.
Chicago, 333 N. Michigan Ave.
Detroit, 438 New Center Bldg.
Los Angeles, 3540 Wilshire Blvd.
San Francisco, 111 Sutter St.



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6

In Six Easy Steps . . .

How to Wreck a Poster

The outdoor poster sketches shown above were presented on slides, accompanied by the following brief, breezy fable, by W. A. (Mickey) Schmid Jr., president of North Texas Advertising Co., at the southwest regional convention of the American Assn. of Advertising Agencies. The sketches are by Bob Orr of Outdoor Advertising Inc. Fable and sketches make a point. Any questions?

By W. A. Schmid Jr.

As an example of the long-hand, or what not to do approach, let me tell you a fable which, unfortunately, is at times not too far from fact.

Now it seems there was this soft-drink manufacturer somewhere in the Middle West, or maybe Texas. It doesn't matter much, it was somewhere. And he knew that outdoor could do a good job of selling his product. So far, so good. Anyway, he had his advertising director call in his art director, a smart young guy named Smith. "Smith," he said, "Get up a bang-up poster for So and So's Pop. It's a wide open job. Give it the old Smith treatment. All we want is a good poster."

Now Smith had always wanted to do a poster, and he had some rather definite ideas on how it should be done, so after a couple of days of skull-dragging and soul-searching, he came up with this rough **(Sketch 1)**.

■ It was a good rough, it read from left to right, it had good balance, short copy, adequate product identification, implied appetite appeal and a good, believable illustration. You see, being a personable young man, Smith had used himself as a model.

The advertising director looked at it for a minute or two and then said, "Well, I don't know, let's see what the boss has to say."

The boss took one look at it and shouted, "Where is the blue ribbon in back of the bottle? You know as well as I do that every job for So and So's Pop has to have the blue ribbon in back of the bottle. We won that ribbon at the State Fair and it must always show back of the bottle." Smith picked up the sketch, took it to his office, and came back later with the required change **(Sketch 2)**.

■ Now we have Smith looking rather dismayed, another element added to the poster, large bottle and blue ribbon. The advertising director called in the sales manager who took one look and said, "I'll never approve a sketch unless the name appears across the top of the poster. Buses pass in front of 'em, and unless the name is at the top, I won't okay it." So Smith picked up the sketch, took it back to his office, and came back the following morning **(Sketch 3)**.

■ Next came the promotion manager. His comment: "I can't approve it without the seal of approval of the Tip-Top Bottlers Assn." Smith picked up the sketch again, went back to his office, and after some struggle, came back with the new change **(Sketch 4)**.

■ Then they called the head chemist, and with him, in walks the treasurer. "How about its gentle laxative action?" says the chemist. "And how about the price?" asks the treasurer. Smith had it back to his office before they had finished speaking. Next day he wearily dragged himself back with these two suggestions **(Sketch 5)**.

■ Before it was too late, they thought they better get the woman's angle on it, so they called in the boss' secretary. She said, "You neglected to mention where So and So's Pop is kept (anybody knows it's in the refrigerator). You should direct them to the refrigerator so that they can find it quickly in the home." Smith came back the next day with this suggestion for the boss' final approval **(Sketch 6)**.

■ The boss took one look and said, "Boy, are you slipping! Smith, my boy, you ARE slipping!!" #

What They Were Saying 25 Years Ago . . .

James W. Young, professor of advertising, School of Business, University of Chicago, and former western manager of J. Walter Thompson Co., in an article, "The Professor Looks at Advertising," in Good Housekeeping (AA, May 6, 1935):

"Whenever efforts are made to get people into action, allurement must be added to the news. Yet it is the advertiser's observance of this fact of life which brings out the strongest accusations about his departure from the facts, and the loudest guffaws over truth in advertising.

"But it is just possible that in observing it the advertiser has had hold of a kind of truth which is not measurable in laboratories.

"To think that the appeal to subjective values can be removed from advertising is to think that such values themselves can be removed from life. In judging the 'truth' of such advertising appeals, advertising censorship must tread cautiously.

"[On the other hand,] when the advertiser enters the field of subjective values, he goes beyond his responsibility as a manufacturer of a product, and assumes a responsibility as a manufacturer of public standards.

"The public has a right to demand that while, of necessity, he keeps one ear to the cash register, he keep the other open to that still, small voice—the public good."

A Cincinnati dealer, answering a question about premium effectiveness in a survey interview (AA, May 13, 1935):

"Too many plans miss the mark because the premium has no bearing, either directly or indirectly, upon the merchandise being sold. They should use a premium that will increase the purchaser's satisfaction with the product being sold."

D. P. Smelser, market research manager of Procter & Gamble Co., addressing the Assn. of National Advertisers at a convention in White Sulphur Springs, W. Va. (AA, May 13, 1935):

"An audience rating is not necessarily a selling rating. A program which is listened to by 20% of the radio audience does not necessarily sell twice as much goods as one heard by only 10%. Most of us want a large audience, but there have been programs with maximum audience which sold very little merchandise, while others with small audiences have been gold mines."

The Motion Picture Producers & Distributors of America, in a resolution declaring war on sponsored advertising reels (AA, May 6, 1935):

"Much concern is felt over reports that various projects are now under way aimed at injecting advertising films into entertainment programs . . .

"The motion picture theater is and should be reserved exclusively for entertainment. The motion picture theater screen is not a proper medium for advertising."

Headlines in Advertising Age (AA, May 13, 1935):

"Self-Regulation Essential, ANA Speakers Reiterate."

"Dated Coffee Discards Tin for Paper Bag."

"Kresge Adding Drug Units to Many Outlets. To Sell Own Brand; Employs Pharmacists."

In Appliance Field . . .

Scrapping Models Each Year Simply a 'Habit': Chapman

MANSFIELD, O., May 24—Kelvinator division of American Motors Corp. scrapped annual model changes because "we believe the annual model change habit was based on assumptions that appeared more valid than they were.

"In the appliance industry the annual model change has been meaningless for some time, if it ever did have real significance," said B. A. Chapman, exec vp and division manager. He addressed the Domestic Appliance Technical Conference, sponsored by the American Institute of Electrical Engineers, at a luncheon session last week.

■ Kelvinator said early this year that it would drop annual changes for its appliances and would introduce new products and models "as soon as they are ready for the market" (AA, Jan. 11, Feb. 29).

"We're betting on a new kind of consumer," Mr. Chapman said, "more knowledgeable, more sophisticated, and interested in value for her money. We're staking our chances for success on our own ability to make the right decisions in the area of consumer benefit and consumer satisfaction. We at least will be giving the consumer a choice instead of following the crowd.

"If we are wrong the consumer's reaction will tell us soon enough," he said.

■ Speaking on the assumption which led to annual model changes, the Kelvinator general manager said: "The key to the proper application of this assumption is the word 'better.' When competition for something 'better' became competition for something merely 'different,' we lost our way."

Kelvinator began its new policy the first of this year, and "we are already seeing cost savings that will spare the consumer the expense of superficial facelifts and higher service charges," he said. "When you are up against a calendar deadline, the tendency out of desperation is sometimes to permit things to move into production too soon.

"The only really big advantage to annual models, in our judgment, is that it is the custom and therefore easier to follow than to depart from," Mr. Chapman said. "We look at entrenched habit as the biggest hurdle—and as our biggest opportunity." #

FIRST—*A Day-Glo stand—said to be the first used anywhere—is being used in Johnson & Johnson's springtime first aid products.*

Katz Issues Spot TV Summary; Compiles Viewing Statistics

Katz Agency, New York, media representative, has issued the 27th edition of its semi-annual "Spot TV Advertising Cost Summary" which is designed to help advertisers and agencies estimate spot tv costs quickly in as many as 234 markets. The report includes a market-by-market cost summary, as well as formulas for estimating spot tv budgets. Estimates for computing frequency discounts suggest, for example, using a 2% discount for nighttime program unit buys on a 13-time schedule and 11½% for a 52-time order. The report also includes relationships among time units, suggesting that 20-second spots are equal to, on the average, 94% of the minute charge and 10-second announcements represent 48% of the minute charge.

Katz also has compiled some statistics which show that spot tv rate increases generally have been less than increases in tv homes and viewing. Based on A. C. Nielsen data and its own research in 50 major markets, it shows that from 1955 to 1960, the number of tv homes increased 45.8% from 31,000,000 to 45,200,000 and the number of viewing hours per weekday jumped 50.6% from 180,000,000 to 271,000,000. During the same period, rates for nighttime half hours rose 38.2% from $34,935 to $48,267.

Q-Tips Markets New Product

Q-Tips Inc., New York, will begin advertising this fall for its new product, Q-Tips cotton balls, which is now being distributed nationally. Spot radio will be used in about 25 major markets, with an average of about 30 announcements per week per market. Leading baby books and women's magazines will be used, and 160,000,000 inserts on the new product will be placed in Q-Tips cotton swabs boxes. The product, which is packaged in a hamper-type box, is handled by Lawrence Gumbinner Advertising Agency.

Call on

Ed Neville

to run your

Convention Exhibits

EDWIN L. NEVILLE
President

OBLIGATION FOR THE INFORMATION YOU'LL GET when you talk over your plans with him . . . budget-prices that include handling the entire job for you from start to finish.

EVERYTHING IS INCLUDED IN ONE PRICE: the complete job of promoting your show, selling exhibitors, delivering the contracts.

YOU CAN COUNT ON EXHIBITS making a profit for your association because your exhibitors will get the most for their money. What's more, they'll be enthusiastic and eager to sign up for the next year's show.

TO HAVE YOUR EXHIBITS SPACE A SELL-OUT the sure-and-easy, make-money way, phone . . . wire . . . write Ed Neville today.

Phone: **MUrray Hill 7-0170**

Neville Exhibits Management

Lincoln Building • 60 East 42nd St., New York 17

WANT MORE CUSTOMERS IN READING . . .

Per cent of families reached

S.E.P.	12%
LIFE	13%
LOOK	15%
READER'S DIGEST	21%
PARADE	79%

(METROPOLITAN COUNTY AREA)

The things people of Reading read about in the **READING EAGLE** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE

THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Kelly-Smith

PARADE . . . The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Glass Container Use Up 7%

Domestic shipments of new glass containers reached an all-time high in 1959. The year-end total of 21,607,344,000 units shipped was up 7.1% over the 1958 total, the Glass Container Manufacturers Institute has announced.

KOSA-TV
LEADS
386 to 79*

KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV

STATION "B"
STATION "B"
STATION "B"

LEADS IN 386 QUARTER-HOURS
LEADS IN 79 QUARTER-HOURS

*KOSA-TV ODESSA-MIDLAND
LEADS IN TOTAL HOMES REACHED
IN 386 OUT OF 465 RATED QUARTER-HOURS
(ARB, MARCH 1960)

7 KOSA-TV CBS
ODESSA-MIDLAND, TEXAS

The TV Buy
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND
DELIVERS 3 OF THE NATION'S FASTEST-GROWING TV MARKETS
1950-1959*

	Rank in Texas	Rank in U.S.
Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

*Television, Feb. 1960

3 QUALITY STATIONS / QUALITY MARKETS / 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a TV TRIGG VAUGHN STATION
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND

LINEUP—*This is a posed shot of Richard Montanaro, top-ranking nationally as a Chevrolet salesman, and his secretary, Marilyn Schaefers, in his Detroit office at Paul McGlone Chevrolet, but it's quite factual. He does about 35% of his selling by phone, and Miss Schaefers is accustomed to handling two phones at once.*

Montanaro Led Chevy Salesmen With 929 in '59

Busy Monty Left Teaching Field in '56; Reaches $49,000 Level

DETROIT, May 24—Dick (Monty) Montanaro, who carries a slogan, "It's nice to be nice," on his business card, with a photo on the back depicting a fellow very willing to sell you a Chevrolet, apparently, at the age of 34, is in the automobile business to stay.

Dick Montanaro sold more Chevrolet passenger cars, trucks and used cars than any other salesman in the U.S. in 1959, with a certified total of 929 from Chevrolet division of General Motors. In so doing he made himself approximately $49,000.

This was no flash in the pan. Mr. Montanaro has been doing better than average since first starting seriously as a Chevrolet seller back in 1956, when he netted $11,000. He has been bettering this at about a $10,000-a-year clip since and currently, about half way around the track for 1960, he seems to be shooting for another record.

■ This sizzling salesman, who reminds you a little of Elmer Wheeler who used to sell the sizzle instead of the steak and turned a fat profit just talking about it around and about the country, is a native of Columbus, O., and lived there while he attended Ohio State University, with a future in education in his planning. He began teaching radio and speech while an undergraduate, but also took a flyer in selling automobiles to help pay expenses. That was where the arrow seemed to point, it appears.

At any rate Monty Montanaro soon found himself in the Studebaker-Packard sales organization, at the period when it was falling into hard times. He sold quite a lot of cars, but not enough to stave off S-P's reorganization. He then came to Detroit to resume teaching activity, at the University of Detroit, but before long he again started to sell automobiles part-time, then gave up the teaching job.

His first dealer association was with Don McCullogh Inc., one of Detroit's larger Chevrolet dealers. He hung up his progressively better sales records until about a year ago, when he transferred to Paul McGlone Chevrolet. There he enjoys the title of fleet manager, but explains this is not detracting from his individual selling, and that all of the 929 vehicles credited to him last year were "absolutely" retail.

■ Mr. Montanaro probably could sell just about anything else equally as effectively as he sells cars. He is a most happy fellow who is certain that one would be unneighborly if a meeting did not culminate in your purchasing a car. He requires his own individual secretary at McGlone's, to keep in proper touch with all the people he is trying to treat right. She also is a most competent person, and adept at doing business over two telephones at once.

Monty's secret (you get away from addressing him as "Mr." after the first couple of minutes of conversation) is to get the customer in the right frame of mind, make him feel good and receptive, and then find out what he is after in the way of a car. Then you come just as close as you can to matching it.

"I never say anything bad about a competing automobile," he points out. "I talk enough to get an idea of what they are looking for in a car, and maybe what they don't like or had poor experience with in their last car. Then I get out some of our literature and point up the good features and compare—just compare, see, never knock the other fellow.

"Well, sooner or later we get down to talking price. Maybe we get together fast, maybe they want to think and talk it over. I use the Chevrolet big colored brochure a lot, sometime making notes, and mark the things they are interested in. I make sure they are carrying that in their hand when they go away to look somewhere else. It keeps a tag on them and brings a lot of them back."

■ Does a cracker-jack salesman like Mr. Montanaro ever lose sales? Well, sure enough, he does. Anything to keep the customer happy. He relates one incident where he was near to closing a deal over the objections of a 17-year old son, who was holding out with his dad for a Pontiac, even to the point of promising to do dishes at home for a year.

"What can you say? I told his father he had better think about that, a year's volunteer dishwashing thrown in. So, he apologizes and goes away to buy the Pontiac. But next day he's back and buys two panel trucks from me for his bakery business, because I was such a nice fellow." This is how far Mr. Montanaro will go toward

SAN DIEGO CALIFORNIA BUYS

ANSWER-AMERICA
Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Office
ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA

sending the customer away smiling.

He does a lot of business by telephone, especially repeat business. It runs between 35% and 40%, he estimates, and of course he has calls at home as well as at the office, where he puts in an average 12-hour day, Saturdays included. There is no Sunday work. Then he relaxes at home with his wife, Elaine. They have been married only a year. There is no night club life, no living it up, for Monty. No vacation, really. Did he ever get a sales award such as a trip to Bermuda, say? No, and he couldn't afford to take it if he did, he explains.

■ The customers actually stand in line to do business with Mr. Montanaro. He keeps a running account with a restaurant across the street and sometimes invites clients to step over there as his guests for food and drink, if he happens to be working on another deal. ADVERTISING AGE's reporter suggested adjourning there briefly for the questions necessary to the interview, seeking to avoid interruptions in Monty's busy office. No dice. Two prospects sought out Monty during a 10-minute coffee session in the restaurant.

The keep-happy and keep-smiling atmosphere of Mr. Montanaro's office is reflected in the placards that cover the walls, like "Don't stand there—buy something" and "How's business—you liar." Monty has a couple of dozen, large and small, and keeps changing them, he says, as friends send him new ones. He recognizes the laugh cards as one of his hobbies.

"The type of advertising I like best is the sort with a humor motif—caricatures and so on," he asserts. "Of course, you can't use that all the time, but we could use more of it." #

Network Film Has 4 Series

Network Film Industries, New York, tv film producer and distributor, is currently producing four five-minute series featuring pioneer announcer Norman Brokenshire, who is a director and production coordinator of the company. Aimed at fall distribution, the group includes "It Happened Today," a series of 365 reports of historical significance, for daily showings; "Your Handyman," 52 weekly segments of household hints; "Incredible—but True," 260 color shows of unusual sights and facts of the world, and "Cavalcade of Sports," with highlights of the sports seasons.

Towers Sets Up Industrial Fashion Service; Names VPs

Towers Fashion Service, New York, has appointed two new vps and set up an industrial fashion department. Peri Borgenicht, coordinator, has been named vp of the new department, and Helen Lack, fashion merchandiser, has been promoted to vp in charge of merchandising. Helene Towers, president, said that the new department was set up because "more and more industrial companies are interested in combining with well-known fashion houses in joint promotion efforts."

WPAT Names Thorsen

John Thorsen, formerly an account executive at Weed Radio Corp., has been named to the new post of midwest representative of WPAT, Paterson, N.J. The station was previously represented in Chicago by Weed. WPAT-FM has begun broadcasting from its new fm antenna in New York, extending its coverage to include a minimum of 31 counties in New York, New Jersey, Pennsylvania and Connecticut.

Opens Philadelphia Office

Chemical & Engineering News, published by the American Chemical Society, Washington, has opened an advertising sales office in the PSFS Bldg., 12 So. 12th St., Philadelphia. Duncan Roberts, formerly district manager for the Philadelphia area in the New York office, will head the new office in the same capacity.

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

golf gear... and gadgets... and gasoline...

EVERYTHING UNDER THE SUN!

San Diego's SERVICE STATION SALES totaled an estimated $84,500,000* last year. And other retail totals tell the same story of prosperity in a going, growing market. Two metropolitan dailies – *The San Diego Union* and *Evening Tribune* – cover and sell the market. Combined daily circulation exceeds 200,000 (220,667 ABC 9/30/59). Last year's readership (evening-and-Sunday combination) was 86.9%.

The San Diego Union | EVENING TRIBUNE SELL SAN DIEGO

*Source: Economic Research Department, Union-Tribune Publishing Company

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Jim Woolf May Be an Ol' Fud to Some, But He Can Still Stir Up a Heap of Ad Talk

To the Editor: Momentum is a wonderful thing. My admiration for James D. Woolf through the years had generated enough of it to cause me to recoil in minor horror at the small, nagging voice that now and again tells me perhaps ol' Jim is becoming—or even has become—an Ol' Fud. I almost punched a much younger man one time for saying that my Mr. Woolf had barnacles on his bottom. However . . .

The latest ads I've noticed ol' Jim barbing with his "silliness and inanity" darts are—well, if I'm gonna desert the master, here I go—dammit, these ads seem to me light-hearted (yeh, like brew) and smart. I refer to his "Salesense" column in ADVERTISING AGE of April 25 last—the cat's head ad for Hanes seamless stockings and the "status symbol" ad for Hammermill Bond.

The Hanes ad is a cutie that gets attention, says its short piece fast, and, I'd say, will add a nice mite to the continuing sell for Hanes' product. In my opinion, the ad is not—gulp, I hate to say this, Mr. Woolf—the ad is *not* either silly or inane.

As for the status symbol ad, with its bright, simple cartoon of man lugging brief case "status symbol"—Mr. Woolf, gulp, sir, I believe this one will hit many an executive right where he lives. Display copy says: "This status symbol you have to lug around . . . this one (Hammermill Bond) you can mail anywhere." Yes sir, the organization man will dig this pitch (horrid word). He'll give with a wry smile, feel a brief exhilarating release from stuffiness, and say, "I'll buy this, Mr. Hammermill."

With all the publications as jampacked as they are with the old pitch in its many forms fighting for the buyer's beleaguered ear, I, er—gulp, Mr. Woolf, dammit, I feel there's room here and there for the *good*, light touch. And I think you've just speared two ads that qualify. I believe you've speared some others with routine regularity in the past . . .

Walter Holland,
Assistant Director of Advertising, Southern States Cooperative Inc., Richmond, Va.

•

To the Editor: In Mr. Woolf's "Salesense in Advertising" column (May 16) he lists a Swift & Co. Golden Vigoro advertisement as one of six which he admires. I think it is good too, except the copy doesn't tell the entire story.

The average homeowner feeds his lawn two or three times a year—spring, summer and fall. Nosing around in a supermarket, I spotted the Golden Vigoro display. On the bag I read a claim of 5,000 sq. ft. of lawn coverage as opposed to the usual 1,200-1,600 sq. ft. claimed by other manufacturers. I promptly bit—three bags full.

When I got ready to apply the fertilizer I read the small print. The stuff will cover 5,000 sq. ft. if you feed your grass once a month. For conventional feeding, however, the coverage area is nearer that recommended by other manufacturers.

For this reason, I feel that the advertisement is misleading, as is the copy on the package. I suspect that this type of claim would be accepted by a supermarket retailing operation, but I wonder whether the garden supply store where I usually trade would make the same claim for Vigoro that the advertising does. I doubt it. The informed retailer of fertilizers knows that a given area of lawn takes a given quantity in pounds of nitrogen, potash and so on, to produce and maintain healthy grass. He also knows that his customers do not ordinarily fertilize once a month.

It's too bad that this approach was used, although I'm sure Vigoro sales are going very well. But Vigoro is a good product, it is cheaper than many other fertilizers. I think a more realistic approach could have been used, and used as effectively as the one contained in the advertiser's present sales story.

Robert A. Mitchell,
Tinley Park, Ill.

•

If You Don't Drink, Drive

To the Editor: Anent the provocative challenge by Shell Oil Co. in this morning's *Los Angeles Times* to identify 10 traffic hazards, it appears that even the most myopic ought to score a minimum of two.

Vive le body copy, too!

William W. R. Peterson,
Manager, Publications Division, Prudential Insurance Co. of America, Los Angeles.

SHELL
Traffic Safety Quiz No. 3
Can you find 10 traffic hazards in this picture?
SHELL OIL COMPANY
GILBEY'S
The Best Name in GIN and VODKA

•

Let's Just Say That We're Selling a Good Product

To the Editor: Delighted to see on the "Photo Review" page of your May 2 issue that, if nothing else, advertising men "do as they tell others to do." Whoever manufactures summer plaid sportscoats must have had a whale of an advertising campaign, for there are no less than six of the darned things, all more or less looking alike under that hot Florida sun, worn by ad execs attending the annual Four A's meeting. Just goes to prove that us old Madison-Avenuers *do not* dress alike—we are merely product-oriented en masse by successful, effective advertising campaigns.

Messrs. Patterson and Marsteller, though they seem to have gotten off the "plaid coat" hook, were obviously victims of another successful ad campaign that certainly must have had, for a banner, "ain't nothin' like a houndstooth" coat.

Robert G. Gulian,
Manager, Employe Information, Corning Glass Works, Corning, N. Y.

•

It's a Small Car, But It Gets a Big Hand from Mr. Lundy

To the Editor: Unfortunately there is no corollary of Parkinson's Law that says the number or value of ideas expands to fill the space allotted to them. Andy Armstrong's strictures on foreign car advertising in your May 16 issue are a case in point.

My customary serenity was dented, if not disintegrated, by his captions and Philistine labeling of Renault copy as "that French-English mishmash." If his lips stumble over "La Revolution de l' Automobile," he could go on to the free (wheeling) translation, "how more and more Americans have made their driving fun again." Or is that more of an eye span than he can manage?

Renault has written a diverting and effective chapter in car advertising with its use of unconventional layout, novel typography, and an over-all debonair hawking of its wares—an approach uniquely expressive of its "frisky . . . thrifty" *basic sales idea*. (And the sales appear to bear that out.)

There are other possible approaches to car advertising, certainly—Volkswagen's, for example, an equally notable campaign in a different vein. Both are refreshing departures from the all too standard "finest-mostest-biggest" brag advertising of American car makers.

And for unintelligibility, I challenge anyone to translate such gems of jargon from current American car promotion as torsion-aire . . . autronic . . . hydramatic . . . unibody . . . carness (sic!) turbo-fire . . . but why go on?

Mr. Armstrong, if he was going to pick on somebody, should have landed on the art directors for Anglia and Peugeot, who paid Renault the sincerest form of flattery.

John Bernard Lundy,
Chicago.

•

He Never Sausage an Ad

To the Editor: Bill Tyler evidently works on an empty stomach!

This is the best possible explanation for his selection of the "baloney" Qantas ad for the ten best in April (AA, May 9). To the vast majority of people contemplating their first international flight, I'm sure the ad must have left them hungry, too.

Please pass the mustard.

Robert D. Goodwin,
Advertising Manager, *Navy Guide*, Norfolk, Va.

•

Feels Smoking Public Should Be Protected from Itself

To the Editor: Some people have suggested that sales of cigarets will be hurt by evidence linking lung cancer with smoking. But even if it could be proved beyond all question that smoking is a cause of lung cancer, it is doubtful if this would have an adverse effect on sales. For anyone who has observed what is called "human nature" will have noticed that people are incurable optimists and contrary to belief are inclined to look on the bright side of things.

Just as every soldier who goes into battle feels that regardless of how many others will be killed, he is the one that will survive, so will every smoker feel that regardless of how many others may be affected adversely by smoking, he will be immune to any bad effects. Very few people can imagine themselves the victims of misfortune. Cancer is something that might strike others, but not you.

It is precisely because of this that the responsibility of protecting the public must rest with those who do not seek to exploit the weaknesses or the gullibility of people.

John Kaufmann,
Cincinnati.

•

Juxta Nother Unfortunate Positioning by Production

To the Editor: Attached is my nomination for most ridiculous juxtaposition of 1960.

The teaser for the new movie, "Pay or Die!" when placed below a public-service reminder about postal delivery zones and mail service, links a grim threat to the humble reminder from the Post Office.

The mishap occurred in the current *Life*, dated May 16, 1960, on one of the back pages.

YOUR POSTMASTER SAYS:
FOR FASTER MAIL SERVICE··
USE POSTAL DELIVERY ZONE NUMBERS!
THEY ARE PART OF YOUR ADDRESS.
MAIL EARLY IN THE DAY··
IT'S THE BETTER WAY!

Since subscribing to AA, I've been delighted with the insights it's given me in the field of advertising. I shall continue to read AA weekly throughout my career, which will be in television production, following my graduation from Northwestern University's radio-tv department.

Steve Veenker,
KSOO, Sioux Falls, S. D.

•

This Is High Pressure Sell?

To the Editor: Here's a perfect sample of "Advertising We Can Do Without."

It's the fourth cover ad of a homey house organ regularly forwarded by a California firm, Airaterra. Some readers will claim, "Why bother." This piece doesn't represent paid space and, therefore, mightn't qualify.

Hooey! Paid space or no, the recipients of this publication surely consider this advertising . . . bad advertising. Not only is it bad intrinsically, but it casts an unpleasant pall on other ads, too. Sure the babe is easy to look at. But what has she got to do with high pressure valves?

Frank Spiro,
Assistant Editor, *Steel*, Cleveland.

•

Schoenling Used Only Three Commercials Per TV Movie

To the Editor: On Page Three of the May 2 issue of AA, a story datelined "New York, April 27,"

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

(ADVERTISEMENT . . . . of course)
SAY, SPORT, JUST TAKE MY TIP! PAPER BOXES* BEAT PARIMUTUEL BETTING IN THE 1959 SELLING RACE.
$TO WIN
*BOX, CARTON AND CONTAINER SALES WERE $3 BILLION LAST YEAR
For Further Information on This Growing Market, Contact:
Boxboard CONTAINERS
6 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS CEntral 6-3690
369 LEXINGTON AVENUE NEW YORK 17, NEW YORK MUrray Hill 3-8432

"Say It With Pictures" BY MICHAEL BARBERO
Photographer For "MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

infers that the Schaefer Brewing Co. has come up with a sensational, new idea: full sponsorship of a feature movie with only four commercial interruptions.

We salute the Schaefer Brewing Co. A great idea!

It was always a great idea—even when we did it for our client, the Schoenling Brewing Co. of Cincinnati.

We have run as many as four feature movies a week for Schoenling, each film a first-run, each commercial a first-run. And regardless of the length of the film, 65 minutes or 105 minutes, each was interrupted only *three* times.

Of course, each commercial was a first-run because it was live, it was dramatized, and its theme was taken directly from the theme of the feature movie being shown—even tied to the exact moment in the story when the film was cut. This meant a complete preview of each film for the sake of accuracy, sensibility and dramatic continuity. It also turned out that the *commercials* had accuracy, sensibility and dramatic continuity. I might add—they also sold beer . . . .

To some people this approach is probably cornball, hambone, 10-20-30. But the lack of it is the reason why your front page is consistently crammed with "who switched what account to whom!"

Syd Cornell,
Rollman Advertising Agency, Cincinnati.

• • •

An Ad to Be Done Without

To the Editor: I would like to submit the enclosed ad as a candidate for one of the "advertisements we can do without." The headline is obvious trickery and

ADVERTISEMENT—ADVERTISEMENT

NO NEED TO WEAR A TRUSS

That Binds, Cuts, Gouges, Slips and Does Not Hold

If you must wear a Truss for Rupture, don't miss this. A Post Card, with name and address, will get you FREE, and without obligation, the complete, modernized Rice Plan of Reducible Rupture Control. Now in daily use by thousands who say they never dreamed possible such secure, dependable and comfortable rupture protection. Safely blocks rupture opening, prevents escape, without need for bulky, cumbersome Trusses, tormenting springs or harsh gouging pad pressure. Regardless of how long ruptured, size occupation, or trusses you have worn, TRY THIS, and send your Post Card today to W. S. Rice, Inc., Adams, N. Y. Dept.

deception. It appeared in one of the respectable papers in the West, the *Salt Lake City Tribune*.

R. D. Monson,
Agricultural Sales Division, Chas. Pfizer & Co., New York.

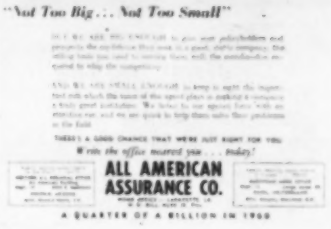
• • •

Ribaldry in Ad Isn't Appreciated

To the Editor: The attached appears in the May, 1960, issue of *Life Insurance Selling* and leaves Springmaid at the bedpost. Are we moving from an era of suggestive ads to one of openly ribald advertising?

My compliments to those who conceived and executed this ad for their undeniable ability to get the

"Not Too Big . . . Not Too Small"



reader's attention, and to the publishers of this trade mag for increasing their "ad pages" total by one, through May.

George Schafer,
Assistant Advertising Manager, New England Mutual Life Insurance Co., Boston.

• • •

Buckley Didn't Stint His Time to Advise and Help Others

To the Editor: When I read in Advertising Age of Homer Buckley's death (AA, May 9), the shock was greater because I had just received a letter from him.

He had been told I had a spinal operation. Under those circumstances, most persons would take such news in stride and decide maybe to write a note at some future date when it was convenient.

But not Homer—who was never out of character. Even though he had just had a serious operation himself—which must have left him awfully weak—he penned a letter of sympathy to me right away. It might well have been the last letter he ever wrote.

In my 20-odd years with Homer I battled him frequently about giving so much of his time to irresponsibles, sharpies and youthful advertising career men seeking advice. But he never changed. Anybody who asked for his time could have it.

Most of his contemporaries have passed on. But I am sure there are still hundreds of active business men who will agree that Homer probably did more for more persons—without hope of reward—than any other person they have known.

Robert T. Herz,
Sales and Advertising Counsel, Dallas.

Not All Stations Deviate from Rate Policy for Lehn & Fink

To the Editor: The tone of articles in your fine publication would lead the casual reader to believe that every radio station that carries a schedule for Lehn & Fink Products is one which is deviating from its rate policy.

This is certainly not the case with the Balaban stations. Steve Pliss, representing himself as a part of Lehn & Fink, visited all of our stations in the pursuit of schedules for Stri-Dex. In the course of the year, our sales departments are visited by many representatives of many companies. Many of these people are seeking merchandising support and a great many more are seeking local rates.

As you no doubt know, John Box has been a pioneer for one rate on all of his stations. WIL, St. Louis, WRIT, Milwaukee, and KBOX, Dallas, all have one rate despite the fact that in all three cities some of the major stations have two rates.

When Mr. Pliss was informed of this fact, he negotiated as would anyone buying time under any circumstances. He left with schedules on each of our stations at rates as published in Standard Rate & Data.

I am certain this is true of many good stations which are carrying Lehn & Fink business. I think some sort of retraction is necessary by you since the articles would lead one to believe that this is not the case.

The broadcast business would be better served if all radio stations offered one rate to all advertisers, local, regional or national. John Box has long contended that "one of the greatest detriments to our business is the existence of the system of multiple prices for similar service."

Stanley N. Kaplan,
Assistant to the Vice-President, WIL Radio, St. Louis.

• • •

Palms Read Cheap, Too

To the Editor: It was quite a coincidence that the May 2 issue of Advertising Age displayed on Page 90 a Wesson Oil ad just above a Hunt ad; the issue of May 2 of *Supermarket News*, on Page 119, announced the merger of Wesson Oil with Hunt Foods.

Ed Farrell,
District Sales Manager, S&W Fine Foods, New York.

F&M Advertising Adds 2

F&M Advertising, Newark, has been appointed to handle advertising for F. W. Woolworth Co.'s Newark stores, and for Reedman Motors, Langhorne, Pa., auto dealer, which operates on a 50-acre lot with five new car dealerships and 3,000 cars in stock.

WJBK
DOMINATES THE MARKET ON WHEELS!
SATURATE with low-cost package plans
CALL KATZ – today!

RADIO WJBK IS DETROIT

the **STORER** *station backed by 33 years of responsible broadcasting*

How to influence management decisions . . .

Dominant, continuous advertising to management in Dun's Review and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising. And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in Dun's Review, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act.

The following facts show clearly how Dun's Review and Modern Industry can help your advertising dollars work harder by providing concentration and dominance on the major decision-makers at the heart of America's industrial and business market.

1. THE RIGHT EDITORIAL ATMOSPHERE

Business advertising has the best chance of being seen and acted upon when prospects are reading and thinking about business.

Dun's Review stimulates reader interest in modernization and improvement in all phases of business operation: executive methods, production, product development, marketing, employer relations, finance, business conditions, and government policy. Authority of editorial coverage establishes a highly receptive atmosphere for product and corporate advertising.

2. READERSHIP AMONG THE RIGHT PEOPLE

The circulation of Dun's Review represents an unmatched audience for those who sell products or services to business and industry.

- Over 50,000 readers are Presidents.
- Over 84,000 readers are in top management.
- Almost three-quarters of the readers have the title of General Manager or higher.
- Paid circulation is 117,500.
- Pass-along readership boosts total audience to 300,000.

3. READERSHIP IN THE RIGHT PLACES

Dun's Review concentrates advertising on your best prospects.

- 55 per cent of the readers are in Manufacturing or other Industry.
- 39 per cent are in Distribution, Finance, and Service.
- Over half of the companies reached do $1,000,000 or more in sales annually.
- Circulation includes eight out of every ten manufacturers worth $1,000,000 or more.

4. THE RIGHT PROGRAM COSTS

Management advertising in Dun's Review logically extends and complements sound trade paper advertising. Yet, while adding important management coverage, it costs little more than advertising in any good trade paper.

Dun's Review also provides economical coverage of top management without the prohibitive cost of broad circulation newsweeklies. Management advertising is strictly on its target in the pages of Dun's Review.

Impressive advertising programs are possible in Dun's Review. And these programs get results . . . economically.

5. THE RIGHT VALUES FOR CORPORATE-FINANCIAL ADVERTISING

Dun's Review readers have an average income of $27,015 placing them among the very best prospects for personal investment. 75 per cent of the magazine's readers own stocks and/or bonds.

Corporate pension plans are accumulating potential investment money in the "billions" every year. 42 per cent of the companies reached by Dun's Review have pension plans whose funds represent a major reservoir of investment dollars. 63 per cent of the readers have a voice in company investment policy.

Institutions represent a major investment factor. 45 per cent of Dun's Review readers are members of the governing bodies of schools, hospitals, churches, or community government.

Banks, Finance, and Insurance companies are prime objectives for the Corporate-Financial advertiser. Over 8,800 Dun's Review readers are key management people in these firms.

To influence a business decision tell the decision-makers who read

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

ABC AUDITED PAID CIRCULATION

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

License plates are usually no more exciting than the letters and numerals stamped thereon. However, a man not far from here, upon opening his 1960 plates found a message reading—*"Help! I am being held prisoner in a building at Eighth and Miller Sts."* A frantic call to the authorities revealed this intersection to be the address of the state penitentiary—where the plates are manufactured.

Here at BURGOYNE, we frequently get messages for help from advertisers with a pressing need for fast, complete, reliable sales facts on their products. Sales studies made for these clients are designed specifically to turn up precisely the information desired. For example, BURGOYNE Retail Sales Studies are used to determine—salability of new products; effect of price or package changes; relative values of media; results of increased or special advertising; success of merchandising ideas, such as one-cent sales, premiums, displays; comparative sales of competing products—just to name some of the most frequent uses.

* * *

Variety of use however, is just one of the outstanding features of BURGOYNE Retail Sales Studies. Another is their remarkable thoroughness. Each study shows distribution by brand; consumer purchases (all brands) by city, variety or flavor, and package size; current store inventories (all brands); retailer purchases (all brands); and merchandising activities by brands.

* * *

We'd like to send you an up-to-date list of the more than 50 top test markets in which we are presently set up for immediate sales testing. Better still, we'd like to sit down with you and explain the whole story of BURGOYNE Retail Sales Studies and how they can help you with your specific product sales testing problem. Write or phone—we'll set up an appointment at your convenience.

* * *

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Old Whisky Ad Floods Distiller With Mail, Moola

Moral: Some Old Ads Pull So Well Because the Price Is Right

CINCINNATI, May 24—How would you like to buy a gallon of "pure whisky" for $2.90?

Hundreds of persons were so intrigued by this idea that they sent cash, money orders and checks in response to a magazine advertisement—although it was published 66 years ago.

This nationwide thirst for "rye or bourbon—quality unsurpassed" was effectively demonstrated in mid-March when the April issue of *Coronet* was distributed, and a few days later mail addressed to E. L. Anderson Distilling Co. began arriving at the post office in nearby Newport, Ky.

■ Because E. L. Anderson Distilling Co. apparently is no longer in existence, the post office in Newport delivered the sack of mail to Anderson County Distilling Co., now owned by J.T.S. Brown's Son Co., whose executive office is located in this city.

When the girls at Brown dumped the contents of the sack on a table and began opening the envelopes, they were amazed to find money enclosed in some. The mystery was solved when a company official found a letter to which was clipped a tearsheet of the ancient advertisement, which had been reprinted by *Coronet* from a Simon & Schuster book, "Those Were the Good Old Days," compiled by Edgar R. Jones.

The Newport post office was immediately notified not to deliver any more E. L. Anderson Co. mail.

■ The batch of more than 50 letters opened in the Brown's Son Co. office were from such widely scattered states as California, Florida, Illinois, Indiana, New York, Ohio, Tennessee, Texas, Washington and Wisconsin. There also was one from Canada, in which the writer offered to "pay Postmaster on COD."

Obviously, the writers of many of the letters that were opened considered the advertisement a humorous recall of "the good old days," while others had fun by requesting "further information."

But a surprising number took the advertisement seriously and sent along $2.90. An Ohio man wrote that he could use "five or ten gallons a week"; an Illinois woman reported that her husband "is a sufferer of arthritis and uses whisky most of the time" and a resident of Oregon declared: "I reckon I could enjoy a gallon. I am most powerful dry."

Then there was the Texan who scrawled a serious postscript to his order: "This is a dry territory. If this is not eligible please just return the money." And a Pennsylvania man, noting that the advertisement promised the whisky would be delivered in "sealed cases (no marks)" and "All business strictly confidential," assured the distillery that "all business will be confidential with me, too."

■ All of the letters opened in the Brown's Son Co. office were answered by John H. Finn Jr., exec vp, who carefully explained that the "main regret" of his firm "is that we are unable to fill your order. Considering the increase in taxes on alcoholic beverages since 1894, it would be impossible to offer a gallon at $2.90; moreover, government regulations now prohibit a distillery from selling whisky to individuals, either by mail or otherwise.

"P.S. We are returning your check herewith." #

The Little Brown Jug
Old E. L. ANDERSON
Rye OR Bourbon
QUALITY UNSURPASSED.
Delivered in sealed case (no marks) at your home, *Direct* from the *Distillery*. Save all middlemen's profits and adulterations. Buy of us at $2.90 per gallon. Write us for prices and full information. All business strictly confidential. Address
THE E. L. ANDERSON DISTILLING CO.,
Box No. 1160. Newport, Kentucky.

Dailies Put 2%-4% of Gross into Promotion, Finance Officers Told

NASHVILLE, May 24—Most newspapers devote between 2% and 4% of their gross business for promotion, Charles Andrews, promotion director of Newspaper Printing Corp., Nashville, said here last week.

Speaking at the 1960 national spring conference of the Institute of Newspaper Controllers & Finance Officers, Mr. Andrews said that newspaper promotion budgets range between 1% and 6% of gross business, but the majority of budgets run between 2% and 4%.

About 25% of promotion budgets go for salaries, he said, with 50% of the remaining funds going into advertising promotion and the other half into circulation and editorial promotion.

Mr. Andrews suggested that dailies reserve uncommitted a certain portion of their promotion budgets, to be used for unexpected promotions that come up during a year. #

McCann Names Lubkert

McCann-Erickson, New York, has appointed Clifford C. Lubkert to the new position of assistant treasurer and director of facilities planning. Mr. Lubkert, with McCann for more than 25 years, was formerly manager of the home office radio-tv communications center.

Ross Joins Fischer & Porter

Fischer & Porter Co., Hatboro, Pa., control systems company, has appointed S. David Ross advertising manager, succeeding R. V. Lints, who has joined Technology Associates, New York. Mr. Ross was formerly an account executive of Harris D. McKinney Inc., Philadelphia.

ABC Films Gets Soccer Rights; WPIX Carries Games Live

ABC Films, New York, will syndicate the 13-game tourney of the International Soccer League to be played in the Polo Grounds, New York, and Roosevelt Stadium, Jersey City, N. J. The tv film distributor has domestic and international tv rights, except for New York.

In New York, 10 of the games will be shown on WPIX. The two-hour programs will be presented each Saturday at 8:30 p.m., EDT, beginning June 4. Most of the games will be shown live. F. & M. Schaefer Brewing Co., through Batten, Barton, Durstine & Osborn, signed for half-sponsorship of the games on WPIX.

Hammermill Names Franzen

Hammermill Paper Co., Erie, Pa., has elected John E. Franzen vp, marketing. Mr. Franzen became manager of Hammermill's New York sales office in 1946 and three years later was moved to Erie as manager of sales research. In 1952 he was named sales manager, industrial papers, and in 1958 was appointed sales manager, printing papers. In December, 1959, he was named general sales manager.

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

. . . penetration plus is the big plus you get with the Journal and Sentinel. Over 100% penetration in fast growing Winston-Salem . . . with more than 70% penetration throughout an 11-county trading area with over $½-billion in retail sales. Here's coverage where it counts . . . here's coverage you can count on . . . for genuine sales impact! Buy North Carolina's **COLORACTION** Newspapers. National Rep., Kelly-Smith Co.

ATLANTA
BILLION DOLLAR MARKET WITH A MILLION PEOPLE
BIG MOVIES + BIG AUDIENCE = BIG SALES!
CALL KATZ
waga CBS tv 5
the **STORER** *station backed by 33 years of responsible broadcasting*

GEORGE H. ALLEN, *formerly general manager and assistant publisher of McCall's, has joined Meredith Publishing Co. in New York, as special assistant to the president.*

Reps Expect Ayer to Ask Summer Rate Cutbacks at Meeting

(Continued from Page 1)

recognizes that summer viewing is not as great [as in other seasons] and that rates should be adjusted accordingly."

■ Mr. Burrows pointed out that rates vary according to the time of the day and argued that the same principle should apply to the seasons. He said that he did not think that reduced rates during the summer would give an advantage to seasonal advertisers. All advertisers, the year-'rounders as well as those that advertise during the summer only, now are being penalized during the warm months by paying the same price for a smaller audience, he argued.

■ The Ayer letter was not sent out on behalf of any specific client. Clients, Mr. Burrows said, have been concerned about what they consider the high cost of summer tv advertising and have stayed out of the medium during that time. Some of Ayer's clients might move to buy time this summer, granted the proper incentives, it was stated.

Mr. Burrows said that he wished to continue discussions with the reps concerning summer discounts, but he said the purpose of the June 1 meeting is "to discuss Ayer's general policy toward advertising."

■ One rep said that the letter explained that the purpose of the meeting was to "discuss a question vital to the industry at this time." Another rep thought the meeting might also concern itself with the old hassle of national versus regional or local rates.

Ayer's inquiry follows a similar letter and representative meeting called by BBDO last month, in which the agency asked if any stations planned to adopt summer discounts. One representative suggested that such actions by agencies might be skirting with the law and might be viewed as an attempt at rate fixing.

■ All of the representatives queried by ADVERTISING AGE (AA, May 9, '60) said that they were advising their stations not to adopt summer rates and were telling Ayer of this attitude. Some of the reasons given by the reps for their opposition to summer reductions were that prices are already low enough; not all stations have smaller audiences in summer and some, in fact, have a greater number of viewers, particularly in resort areas; it would not be fair to year-'round advertisers, and reducing rates would only serve to reduce the income of the stations, and this would probably reflect in a poorer quality of programming. #

Last Minute News Flashes

Pepsi Account Folk Leave K&E, Join Pepsi, BBDO

NEW YORK, May 27—Harry Sager, formerly with Kenyon & Eckhardt's Chicago office on the Pepsi-Cola account, is reportedly joining Pepsi-Cola Co. as assistant ad director, replacing Bob Braun, who has left the company. Bill Hayworth, who has worked on the Pepsi account in K&E's New York office, also is slated to join Pepsi. Two other members of the K&E-Pepsi team—Don O'Leary, a vp of the agency, and Sid Maran—have joined the new Pepsi agency, Batten, Barton, Durstine & Osborn. Another K&E vp, art supervisor William H. Weber, who also worked on Pepsi, has moved to D'Arcy Advertising Co. as an art director.

Goebel Brewing Drops Detroit Lions Football TV

DETROIT, May 27—Goebel Brewing Co., which last fall (AA, Sept. 28) discontinued a 17-year radio and tv sponsorship of the Detroit Tigers baseball games, disclosed today it will not sponsor the Detroit Lions football telecasts next season, ending a 14-year association. Erwin Haass, Goebel president, said the program is being offered only on a one-quarter sponsorship basis and that he feels the sponsor's identity is reduced too greatly. He added that heavier expenditures will be made in newspaper advertising, with supporting radio and tv spots, for the remainder of 1960. Campbell-Ewald is the agency.

Northrop Names Doyle Dane; Other Late News

• **Northrop Corp.**, Beverly Hills, has moved its advertising from Erwin Wasey, Ruthrauff & Ryan to Doyle Dane Bernbach Inc., Los Angeles. EWRR said the aircraft account billed $475,000 last year. DDB said a "substantial increase" in Northrop's ad budget is up for ratification.

• **Retail Clerks International Assn.**, Washington, will carry two minutes per week on the "Today" show (NBC-TV) starting May 31 in 66 major cities. The order, which amounts to approximately $500,000, was placed on a 52-week basis through Leonard Shane Agency, Los Angeles. The campaign, one of the first regular network tv series buys by a union, is designed to give recognition to the stores employing its members and to acquaint the public with its plans for raising standards in the retail industry. Short information announcements will be mixed with animation quickies featuring the union symbol.

• **Chas. Pfizer & Co.**, New York, will run in three food industry magazines the largest multiple-page ad each has carried, a 12-page four-color insert for "citric acid—nature's acidulant." Three of the color pages will also run as single-page inserts in bottling, candy and packing magazines and also will be used as a mailing piece. The food publications are *Food Engineering*, *Food Processing* and *Food Technology*. MacManus, John & Adams is the agency.

• **William F. Hufstader**, General Motors vp in charge of its distribution staff since 1948, will retire June 30, having reached the mandatory retirement age of 65. Announcement of a successor is expected soon.

• **Chart-Pak**, Leeds, Mass., has named Noyes & Co., Providence, its advertising and pr agency. The company makes pressure sensitive tapes and components for charts, graphs, layouts, artwork, drafting, reproduction and engraving.

• **Thompson-Koch Co.**, which handles the distribution of Sterling Drug's tv film properties, has started bartering a mystery series, retitled "Uncovered," made up of 119 half-hour films, all previously shown on network tv. The series has been offered to stations by the agency, with the films being exchanged for "an equal dollar account in spot time," the agency said, "less the usual agency commission, based on the station's rate card and programming needs." Acceptance of this exchange deal will not affect current Sterling spot tv business already on stations. The series comprises 91 "Saber of London" films and 28 episodes of "The Vise." NBC-TV is now carrying a re-run cycle of "Saber of London."

• **Spinney Mfg. Co.**, West Springfield, Mass., will run a saturation spot tv schedule on several New York stations for its all-purpose cleaner and de-greaser, Formula 409, starting in mid-June. It also will co-sponsor "The Secret Life of Adolf Hitler" on WPIX June 2. The company forced distribution in New York via a sports schedule on WNBC-TV this spring. The product, distributed throughout New England, will be introduced later in upstate New York and gradually fan out to other markets. The spot buy was made through Wesley Associates. The agency picture on this account seemed confused; although a Wesley executive told AA that it was working on the account on an interim basis and was not the agency of record, Fred. B. Spinney, president of the company, said Wesley has had the account since the first of the year.

• **Lawrence C. Gumbinner Advertising Agency**, New York, has joined the ranks of agencies which are asking tv stations if they plan to adopt summer discounts. Paul G. Gumbinner, vp and tv-radio director, told ADVERTISING AGE the request was made primarily on behalf of American Tobacco's dual filter Tareyton, its most active summer spot tv user. He said the agency sent letters to stations so that Gumbinner clients could take advantage of summer discounts on their current schedules. Similar requests were made earlier by BBDO and N. W. Ayer & Son *(see story on Page 1)*.

• **B. F. Goodrich Co.**, Akron, has figured in the latest report of a national advertiser trying to get the local spot radio rate. Rep sources said Goodrich is allowing its distributors to buy local time through their local agencies, thereby by-passing its national agency, Batten, Barton, Durstine & Osborn.

• **Pacific National Advertising Agency** has named George P. Griffis manager of its Portland office, succeeding Milton A. Foland, vp, who has resigned. Mr. Griffis has been with the agency nine years and is a vp and a director. Mr. Foland, manager since 1946, resigned along with his wife, Ruth, agency creative director. They have not announced their plans.

Williamson to 'U.S. News'

Gene Williamson, formerly with Union Central Life Insurance Co., has joined the advertising promotion staff of *U.S. News & World Report*, Washington.

'Took No Files,' Defendants Answer in Rehbock Suit

NEW YORK, May 26—Neither the plaintiff—Rehbock Advertising—nor the defendants—two former vps of the Rehbock agency, Jerome Cooper and Roy Mendelson—made any legal progress yesterday in a "piracy and conspiracy" suit filed in supreme court here (AA, May 23).

Justice Samuel Gold reserved decision on a Rehbock plea for a preliminary injunction against Messrs. Cooper and Mendelson, and he also reserved decision on the defendants' move to dismiss the complaint against them on grounds of insufficient evidence.

The Rehbock suit, filed May 18, alleged that Messrs. Cooper and Mendelson left Rehbock and then organized their own agency, and solicited Rehbock clients with the help of Rehbock files and presentations. The suit asked $100,000 in damages, a permanent injunction against further solicitation of Rehbock clients or prospects, and the return of the files and presentations.

■ In affidavits filed yesterday in opposition to Rehbock's motion for an injunction, Messrs. Mendelson and Cooper contended that while they were employed at Rehbock neither had agreed with the agency that they would not solicit accounts after resigning from Rehbock.

Mr. Mendelson added that neither he nor Mr. Cooper "took any list of active, current accounts, nor did we take any records, correspondence or other material from plaintiff's files relating to any of their accounts."

The defendants said that Sigmund Rehbock, president of the agency, "generally refers to 'files' in attempting to create the impression that we helped ourselves to confidential information, which is far from the actual fact."

■ Mr. Mendelson also asserted:

"The plaintiff is not financially responsible to satisfy damages that would be caused by the defendants by the granting of a temporary injunction in this case.

"This is indicated by the following facts . . . About two or three weeks ago, Mr. Rehbock received a call from the *New York Times* requesting that the plaintiff immediately pay an outstanding bill of some $6,000 for advertising placed on behalf of clients with the *New York Times*. At that time, plaintiff had a balance of only $2,000 in the bank and a payroll coming up of some $4,000. The *New York Times* threatened to cut off the plaintiff's credit unless the bill was paid. Mr. Rehbock told me he had to go out and borrow some money to pay the *Times* bill.

"I have also learned that the last financial statement furnished by the plaintiff to Dun & Bradstreet was in January, 1959, at which time it showed liabilities of $47,723 and current assets consisting of $12,000 cash and $42,000 of accounts receivable, including a surplus of $3,092.

■ "The relief demanded by the plaintiff will prevent us from earning a livelihood and from dealing with accounts, many of which we solicited before our association with the plaintiff and which, because of our personal relationship and our knowledge of their products, would prefer to deal with us rather than with the plaintiff."

In Mr. Cooper's affidavit, he stated that the demand for $100,000 damages "was only inserted so as to discourage the trade from extending us credit." #

U. S. Probes 'Reasonableness' of Agency Salaries

(Continued from Page 1)

agency controllers is this: The bureau field men have been paying unusual attention to salaries, and repeatedly have been raising the question of whether the level of salary is "reasonable": Is it in line with other agency salaries, and does it fit with usual industry practice?

■ Most agencies checked by ADVERTISING AGE didn't recognize the problem. They were aware of unusual attention being paid to fringe items. "We had the usual difficulty in explaining our travel and entertainment items," an agency president whose agency had just completed its examination said. But, he said, "it was mostly routine—they knocked us down on a couple of items, and that was it."

"Our examination wasn't unusual," said another New York agency president, "but then we don't have anybody in six figures, or even close. Our profit-sharing and pension plans take care of that. I keep hearing stories about people getting paid $200,000, and about $40,000-plus-$10,000-expenses arrangements, and maybe this is what is being examined."

■ Another agency president, who reported no unusual examination, told an AA reporter, "The theory here is common to all business, not just agencies. The bureau is simply looking to see whether unusual compensation is being paid to major stockholders, which has the effect of reducing profits and dividends."

If it appears to be a device to reduce either, he went on, the government raises the question of reasonability.

■ This view was confirmed by another agency principal. He noted that the agency's tax counsel repeatedly has cautioned the principals of the agency that compensation increases which they vote for themselves must be reasonable in relation to volume and to business practice.

The theory, as he saw it, is that a corporation cannot raise salaries artificially with the intent of depriving the government of income through profit taxes and dividend taxes.

■ He didn't think that the interest of the government was usually directed toward six-figure salaries, since the tax rate on them is usually sufficiently punitive to be above the corporation and the individual dividend rate. He said he believed the problem was more likely to be larger salaries for a large number of employes, aimed at reducing the profit of the corporation.

■ In Washington, sources in the Internal Revenue Service told AA that (1) IRS constantly investigates excessive income for officers of tightly held corporations"; (2) it has a long line of cases in which officers (or family members) have paid themselves more than the customary scale of the industry, and IRS has been able to achieve salary reductions; (3) the IRS position is that a corporation paying excessive compensation is draining off income which should be taxed at corporate rates; and (4) despite the fact that personal tax rates might be higher, and conceivably the government might actually lose tax revenue in the process, it represents a matter of principle on which it would insist. #

NBC Offers 25% Discount on Full Buy of 'Today'

NEW YORK, May 26—NBC-TV has offered a 25% discount in an effort to boost the station lineup for advertisers using the "Today" show.

Effective May 30, this discount will apply to sponsors who order all 85 of the supplementary stations on the "Today" list. Some 147 stations now carry the show, but 62 of these are required.

Last year the average advertiser on the show bought about 45% of the supplementary list; this year NBC hopes to raise that figure, William Storke, director of sales for participating programs, pointed out.

■ "Today" and the other magazine plan type show at NBC, the "Jack Paar Show," are the only network shows that still are sold on a "must buy" basis. NBC and CBS dropped the must buy requirement in favor of a minimum dollar volume requirement more than a year ago. But most nighttime advertisers have continued to clear the major market stations that were on the must buy list of their own volition.

It was necessary to maintain the "must buy" rule for the Paar telecast and the "Today" show because of the shifting nature of the sponsor pattern on these programs, which are scheduled in station option time and which have a great deal of time available for station sale locally, Mr. Storke explained. He estimated that 95% of the program's advertisers would order the basics whether they were required to or not.

■ If the 25% discount proves to be successful in extending advertiser lineups on the "Today" show, the same technique may be used as a sponsor incentive for the Paar program, which has 91 supplementary stations. #

Delta Exec Testifies as CAB Investigates Eastern's Ad Claims

WASHINGTON, May 26—Thomas Miller, vp of Delta Air Lines, was on the witness stand today as the Civil Aeronautics Board began investigating Eastern Airlines' ads for a new jet "DC-8B aircraft."

In support of a complaint which Delta has filed against the Eastern ads, Mr. Miller told Hearing Examiner Walter Bryan that Eastern had "willfully misled the public" by professing that the DC-8B is a new and superior airplane, when essentially it is the same as a DC-8

Eastern defends the ads on the ground that the DC-8B has more powerful engines than Delta's DC-8. However, other witnesses testified that the Federal Aviation Agency has not certified any aircraft known as the DC-8B.

The hearing is to resume Tuesday. #

NFAA Adds Two Members

National Federation of Advertising Agencies has elected two agencies to membership: Goldman & Walter Advertising Agency, Albany, N. Y., and Richmond Advertising Service, Brooklyn.

Amos Parrish Promotes Lupow

Martin M. Lupow, with Amos Parrish & Co., New York, store and fashion consultant, since 1953, has been appointed director of the store promotion division and director of store executive work.

Buick, Olds Take Nostalgic Route in Naming Compacts

DETROIT, May 27—A desire to retain time-tried automotive names was shown by two divisions of General Motors as they made formal announcements on new compact cars.

Buick will call its compact the Buick Special, reactivating a name that was dropped by the division last year, when it renamed all of its models. It said the name was selected because of its former wide popularity with Buick dealers and owners.

Oldsmobile has elected to call its new compact the Oldsmobile F-85, declining to divorce the car completely from the historic numerical Olds names.

Pontiac, however, said its new compact will be called the Tempest, apparently passing over the "Chief" designation.

■ Chrysler's new compact for next year, the Lancer, is to be produced under auspices of Dodge division but is not expected to couple the Dodge name when it is introduced.

Formal announcement of GM's new crop of compacts increases the number of name plates for that company to nine. Ford will carry seven in 1961, unless the company decides to add a new compact-compact," which is rumored in readiness.

Both GM and Ford took the annual meeting as occasion to confirm plans for new compacts. Chrysler will be carrying eight names in the next model year. At present, with American Motors and Studebaker-Packard counted in, the automotive total in the field will be 26, a new high for recent years.

This is in line with the wider choice in product being given the American public currently, pointed out by GM Chairman Frederic G. Donner at the GM annual shareholder meeting in Wilmington, Del., May 20, when he said 345 U.S. models are being offered now, one-third more than in 1955. He also said there are 200 foreign models, doing 1,000 or more in volume, being sold in 1960, as against 50 in 1955.

■ The appeal of compacts, now taking about 30% of the U.S.-produced market, can be expected to continue, in the judgment of George Romney, head of American Motors, who has proven himself a competent authority on the subject. Mr. Romney envisions the small ones reaching 50% of the market by the end of 1961 and will not be surprised if this mounts to above 65% by the end of 1963, he said recently.

The public acceptance of smaller cars is expected to result in some of the standard cars coming along somewhat reduced in size. The extent of this will be evident when specifications for the 1961 model year are made public. #

Sime Named Ad Manager

Herbert L. Sime has been appointed advertising manager of *Office Appliances*, Chicago, a new position. Mr. Sime was formerly midwestern advertising representative.

Herbert L. Sime

The publication also named Wallace W. Fisher East Coast district manager, New York, and Stanley C. Roy manager of marketing services.

BOUNCE—*Buchan Baking Co., Seattle, has scheduled a 16-week push in the Seattle-Tacoma-Bellingham market in comics pages and food sections with layout featuring the giant B, standing for "bounce," "Muscle," etc., in successive ads. Miller, Mackay, Hoeck & Hartung is the agency.*

Sunshine Comes in Bottles; Tan Lotion Makers See Big Year

(Continued from Page 2)

once-essential sunshine.

"All 'no-sun' tanning lotions in America become obsolete. Tansation is here," the advertising for Rolley Co. blasts away; "Tans you fastest of them all in or out of the sun!" Positan ads promise: "New type suntan lotion works with or without sun!"

■ Prices of the tanners range from 89¢ for a 2-oz. tube of Tansation to $6 for four ounces of Miss Mantan. Most average about $1.50. Among the other names on the market so far are Tanorama, Tan Tone, Spray Tan, Rapid Tan, Turntan, Magic Tan, Tanfastic and Q. T. (Quick Tan), made by the Coppertone Corp., of ordinary suntan fame, which is now owned by Plough Inc.

(While the bottled-tan users get brown-stained fingers applying the product, and the manufacturers rub their green-stained palms in anticipation, the Food & Drug Administration appears to have a rather pale-faced view of the products at this time, and is said to be conducting laboratory tests dealing with possible skin irritations by the products. Early in its career, Man Tan got in trouble with the Post Office Department over its mail order advertising and no longer claims that it supplies Vitamin D, that it tans "like the sun" or that one application will do the trick—at least three are usually needed.)

Several of the other products suffer from too weak a solution of the browning chemical, which makes for an unsatisfactory, blotchy skin reaction. And some of the "tans" produced have been more yellow or orange than brown. But as long as the U.S. sun-worshipper continues his love affair with the look of bronze—real or bottled—the corporate complexion of the bottled tan-makers is destined to remain genuine gold. #

Goldman Leaves NTA Post

Harold Goldman has resigned as exec vp of National Telefilm Associates, Beverly Hills. Mr. Goldman, who has directed the syndication sales activities of NTA almost since its inception in 1954, has not announced future plans. Oliver A. Unger, NTA president, will assume the duties of syndication sales chief for the present.

Post Office 'Rigged' Deficit by Rate Formula Switch, Publishers Say

(Continued from Page 1)

1955 by former Deputy Postmaster General Maurice Stans.

"If second class costs were reduced by 50% as they were under the Stans formula, and if the department credited mail users with the full value of public services specified in the Postal Policy Act of 1958," according to Francis Cawley, MPA vp, "the deficit from second class mail would actually be about $46,000,000, instead of the nearly $300,000,000 claimed in the department's current presentations."

■ In addition to MPA, the committee also heard from Curtis Publishing Co., the Agricultural Publishers Assn., *Parents' Magazine*, *Progressive Farmer*, Conde Nast Publications, the National Editorial Assn. and others. Under current schedules, the hearings are to continue at least until June 10.

Arthur Z. Gray, president of Street & Smith, and chairman of MPA's general operations committee, spearheaded the magazine publishers' presentation.

He said the association opposes rate increases because:

1. Facts submitted to support the bill "are inconsistent with the long history of presentations by the Post Office Department which led to the Postal Policy Act of 1958."

2. The department has not complied with the Postal Policy Act.

3. "Under a proper interpretation of the 1958 act, many publishers of magazines carrying heavy advertising content will be more than paying their way."

4. Increased rates are nothing more than increased taxes. If passed on to the consumers, they are inflationary. If they can't be passed on, they reduce taxes which the Treasury Department collects from publishers.

■ The argument over differential pricing stems from a plan introduced in 1955 by Mr. Stans, who is now Director of the Budget. It seeks to adjust allocated cost to recognize the value of service received by each class of mail. As a preferred service, costs for first class were to be weighted at 140% of actual allocated cost. Second class was to get a 50% discount from allocated cost and third class a 25% discount. Publishers pointed out this week that the Stans formula disappeared from postal accounting before the supporting materials were prepared for this year's rate increase fight.

■ Many witnesses pointed out that the department is crediting mail users with considerably less than the public service costs required under the Postal Policy Act of 1958. While "services" itemized in the 1958 formula represent more than $270,000,000 of the department's costs, witnesses said, Congress has been asked by the department to vote a credit of only $49,000,000 for 1960.

In an effort to show that big magazines pay their way, MPA noted that 1956 Post Office figures showed that 124 magazines paid about half of all the money received from the 12,000 publications which have second class privileges. As proof that second class can never "pay its way" if the load is to be placed on the big publishers, MPA pointed out that profits after taxes of the 124 magazines amounted to only $21,000,000.

■ Robert K. Forrand, vp and director of public relations for Curtis Publishing Co., said most of the reason there is so much misunderstanding about rates for big magazines is that Post Office cost figures are based on averages. He said average haul for second class is supposed to be 485 miles, but average for *The Saturday Evening Post*, which has many re-entry points, is only 173 miles. Similarly, he said, the average number of copies of *The Saturday Evening Post* going on rural routes, the number of handlings in the post office, and the amount of sorting are all different from the "average" suggested by Post Office accounts.

■ His contention that *The Saturday Evening Post* pays an average of two-and-a-third cents per piece, twice as much per piece as the average piece of second class mail, and that it more than repays out-of-pocket handling costs incurred by the department resulted in a tiff with Rep. Edward Rees (R., Kan.), ranking minority member of the committee. The congressman estimated that the Post Office is getting roughly $1.18 for delivering 70 magazines, and that it has to pay $2.35 per hour to carriers alone.

■ George Hecht, president of Parents' Institute, warned that the plan for a half-cent surcharge on all second class publications will be fatal to small publications.

He estimated the surcharge would add $125,000 to the postal costs of three children's publications issued by his company. "They have little advertising because it is too expensive to sell advertising in that kind of publication," he said, "and they do not have $125,000 of profit." Publications of this kind will simply have to be discontinued, Mr. Hecht insisted.

■ Spokesmen for agricultural publications stressed public service rendered by their publications and warned that subscription rates cannot be increased without serious loss. *Progressive Farmer* said if there are to be increases, they should be postponed until 1962 and spread over three years.

The National Editorial Assn. ripped into sections of the McKinsey report which found that small newspapers are willing to give up "free in county" mail service, and to absorb rate increases. Citing its own survey, with replies from 1,299 small dailies and weeklies, it said 86.6% favor retention of "free in county" and only 10.7% are willing to lose it. It said another study, covering 601 newspapers, showed average dollar increase per newspaper would be $30.46 per week, or $1,583.92 per year, or 350%.

■ NEA's legislative chairman, Bernard Esters, scoffed at the Post Office Department's suggestion that low rates are less justified than in 1879. Even agreeing that other media exist, he said, "We still are unable to accept any glib conclusion that the importance of the role of newspapers in the dissemination of vital information has diminished to the point of becoming obsolete." #

Sales Promotion Shop Bows

David Sage, former sales promotion manager of *McCall's*, has joined with Nat Bukar and Kurt Larisch of Presentation Designers, New York, to form Sage, Bukar & Larisch Sales Promotion Organization Inc. Offices are at 10 E. 49th St., New York. Presentation Designers will continue as a division of the newly organized shop. The company will specialize in sales presentations, retail promotions, display and direct mail.

FOR THE THIRD YEAR IN A ROW

A REPORTER OF

THE WASHINGTON STAR

has received the highest award
in journalism . . .

THE PULITZER PRIZE

Miriam Ottenberg
1960 Pulitzer Prize
Winner

George Beveridge
1958 Pulitzer Prize
Winner

Mary Lou Werner
1959 Pulitzer Prize
Winner

IN THE WORDS OF THE PULITZER JUDGES:

"AWARDED TO MIRIAM OTTENBERG of The Washington Star for a series of seven articles exposing a used car racket in Washington, D.C., that victimized many unwary buyers. The series led to new regulations to protect the public and served to alert other communities to such sharp practices."

The Star's third Pulitzer Prize in a row shows that the wisest thing for a newspaper to do with its laurels is not to rest on them. The Star received requests for over 120,000 reprints of Miss Ottenberg's "Buyer Beware" series in booklet form. The Star is proud of Miss Ottenberg—and of all the dedicated men and women whose talents have helped The Star achieve its honored national reputation as well as the respect and loyalty of families in and around the Nation's Capital.

THE WASHINGTON STAR

News Authority for the Nation's Capital

WASHINGTON, D.C. ★ Member of MILLION MARKET NEWSPAPERS, INC.

'Asahi Shimbun' Slashes Costs via Facsimile-Offset

(Continued from Page 3)

advantages of the facsimile-offset process as follows:

"1. In the printing shop: The casting, hand typesetting, composing and page makeup processes have been completely eliminated. A printing plant which doesn't possess a single piece of type has been realized—thus bringing about a sharp reduction in the number of personnel required in the printing shop.

"2. In the editorial division: Editing, proofreading, news reception and other major processes are all carried out by the existing sections in the Tokyo head office. Personnel for such work have virtually been eliminated from the Sapporo branch office.

"3. Extra expenditures for facsimile: Of course, there are additional expenditures for renting the microwave link. However, additional charges for establishing further printing centers within the same circuit would be practically nil.

"4. Extra expenditure in printing: In the printing division, there are additional expenditures for the chemicals required to make offset plates and the special ink for offset printing. However, on an over-all basis, this expenditure is no higher than that for the orthodox letterpress printing method.

■ "In short, the overhead incurred for publishing a newspaper by the facsimile-offset process (excluding wages) is virtually the same as that for publishing a paper by conventional printing methods from news and photos sent on a piecemeal basis. As far as wages are concerned, of course, substantial economies have been effected because of the much smaller staff which is necessary.

"To produce the *Asahi* in Sapporo by conventional methods would require a staff of about 310. By using the facsimile-offset process, a staff of only about 102 is required. This means that, quite apart from any reduction of staff at the Tokyo end, some 200 fewer personnel are needed.

"Since the average remuneration of an *Asahi* employe is about 70,000 yen (about $200) a month (including regular salary, overtime allowances, bonuses—twice a year—and amenities), as of April, 1960, savings arising from a reduction in staff of 200 would be 14,000,000 yen a month (about $39,000).

"It should also be emphasized that with editorial rooms cut to a minimum and typesetting and composing rooms entirely eliminated, enormous savings in space are possible. This means that the purchase of land and the construction of plants are sharply reduced."

■ The work of the Bureau of Advertising, ANPA, was explained to the foreign publishers and editors by Edward H. Burgeson, the bureau's retail vp, who was pinch-hitting for Charles T. Lipscomb.

Mr. Burgeson told the group that "the single most important influence available to free newspapers to maintain freedom of the press is advertising."

He pointed out that "the ability of a single advertiser to influence the press diminishes in direct ratio to the volume of advertising from all advertisers."

■ Mr. Burgeson reported that the average U.S. daily last year carried 60% advertising and 40% editorial content and that "for many newspapers in the U.S., advertising income represents close to two-thirds of the total newspaper revenue."

He then described some of the tools used by the BofA to build linage for newspapers, giving specific examples from presentations made to Firestone Tire & Rubber, Calvert Distillers, Armour & Co. (Dash dog food) and the Florida Citrus Commission. #

Europe Unit of IAA Forms, with Farner President

(Continued from Page 1)

IAA bylaws. As a result, they will have seats on the association's 27-member board of directors (*see story on Page 47 for description of this board*).

The new IAA regulations called for the election of three regional vps from "a slate of not less than six candidates." Dr. Farner received the votes of all 13 council members; Mr. Elinder received the votes of 12 (in effect, all, since he was the elected delegate from Sweden and was prohibited from voting for himself); Mr. Cort got backing from six countries.

■ As the regional vps cannot represent their countries on the council, new delegates were elected here for Sweden and Britain. Mr. Elinder was replaced by Goran Tamm, managing director of another big Stockholm agency, Svenska Telegrambyran; Mr. Cort was replaced by Arthur C. Burton, managing director of Intam Ltd., international arm of London Press Exchange.

Dr. Farner did not have to be replaced because he was not the elected delegate from Switzerland. The Swiss council member is Dr. Max Doleschal of Publicitas, Lausanne.

■ Other members of the European Council are:

Fred Ungart, Internationale Werbergesellschaft, Vienna; Ole Sylvester-Hvid, head of the Copenhagen agency bearing his name; Eugen F. Ulfves, Reklaamitoimisto-Osakeyhtio, Helsinki; Rene Giraud, Promos Publicite, Paris; Hubert Strauf, Die Werbe, Essen; Dr. Maria Visconti di Modrone, *Reader's Digest*, Milan; J. J. Fels, *Reader's Digest*, Amsterdam; Jonas Schotz, *Allers Familie-Journal*, Oslo; Francisco Garcia-Ruescas, head of the Madrid agency bearing his name; and Leon Van de Merghel, Planning Publicitarie, Brussels.

Since the three regional vps automatically become members of the council, this gives the body a membership of 16. The composition of the council points up the dominance of advertising agencies in the European activities of the IAA. Of the 16 members, 13 are agency men—the exceptions being the two *Reader's Digest* executives and the Norwegian delegate.

The European Council is a new continentwide entity of the IAA, entrusted with carrying out the association's activities in Europe. Its formation grew out of last year's dispute between IAA headquarters in New York and the Farner-led European committee, with the Europeans demanding more local autonomy.

■ The council will get its operating revenue from New York headquarters, based on a fixed allowance per European member. The amount of this allowance will be determined by the IAA budget situation, but in no case is it to be less than $4 per member per year.

ECONOMY—*Hambro Automotive Corp., New York, U.S. representative for British Motor Corp., will run a series of tongue-in-cheek full pages like this for the Morris 1000 economy car in magazines. McCarty Co. is the agency.*

With 375 members—roughly one-quarter of the total IAA membership—now in Europe, this will give the council a minimum of $1,500 to work with at the start.

The council, at its meeting here, agreed to hold its next meeting in Copenhagen on July 2. In conjunction with this meeting, an advertising workship will be held for IAA members in Denmark—and members from all other countries are invited to attend.

■ At its July 2 meeting, the council will also decide on the time and place for the 1961 European Congress. These meetings have been held every other year. Spain, Britain and Scandinavia are bidding for the 1961 meeting.

Following the organizing meeting here, Dr. Farner said:

"We are absolutely happy with the situation now. We feel we have reached our goals in gaining representation on the board of directors. I believe we are in absolute agreement with the board of directors, and now we can go back to work in the best interests of the association." #

McCann-Erickson Names Posey, Koser Senior VPs

Chester L. Posey and Ralph B. Koser have been named senior vps of McCann-Erickson.

Mr. Posey, formerly a vp, continues in charge of the company's

Ralph B. Koser Chester L. Posey

Chicago office. He joined McCann-Erickson in 1954 as creative director in Chicago. Mr. Koser, formerly vp and associate creative director in the New York office of McCann, has also been named creative director of the midwestern region, with headquarters in Chicago.

Nulaid Sets Big Premium Push

Nulaid Farmers Assn., San Leandro, Cal., has just launched what it claims is the largest premium promotion program ever undertaken by an egg marketing organization. The campaign calls for 12 separate premium offers during the first year. The offers will be promoted in 2,000,000 Nulaid egg cartons plus radio spots in several California markets and point of sale material. Botsford, Constantine & Gardner, San Francisco, is the agency.

Grant Names Purcell Exec VP; Adds Five Accounts in N.Y.

(Continued from Page 1)

Advertising.

The new accounts are Fiat Motor Co., Delka Research, Lovable Brassiere, Joseph H. Mayer Bros. (Richelieu pearls) and Hannah Troy.

Lovable Bras, Richelieu pearls and Hannah Troy enter Grant with the Raymond brothers—Michael and Milton. They have been servicing this business—and other fashion accounts—at Cohen, Dowd & Aleshire. Mr. Plowe placed billings of Lovable and Richelieu at $400,000 and $100,000, respectively.

■ It was still not clear today whether other accounts would follow the Raymonds to Grant.

Advertising Age reported last week (May 23) that Grant had added Delka Research and was about to be named by Fiat.

Delka was described as the manufacturer of a "revolutionary" new product, Armor-Cote, a chemical compound of polyethylene and urethane which will be marketed to consumers as a coating for both porous and non-porous surfaces. It supposedly will eliminate the need for frequent re-coatings.

■ Grant said the chemical industry regards Armor-Cote as an advance comparable to the development of nylon. Marketing will begin in the New England area within 30 days and the agency expects Delka to be billing about $2,000,000.

Confirmation of Fiat's move to Grant came in a release from Martial & Co., a public relations company which includes Fiat and (since last week) Grant among its clients.

Vincente Garibaldi, president of Fiat, attributed Grant's appointment to "Fiat's need for an agency with heavy experience in the automotive field, as well as one with an extensive network of domestic offices."

■ Martial's release put the Fiat account at "more than $1,000,000." The account was previously thought to be billing about $750,000, but Adams & Keyes said this week that "Fiat never billed more than $500,000 at this agency."

Martial said, however, that the budget is being increased sharply with the move to Grant. As an example, the importer is spending $125,000 next month to co-sponsor radio coverage of the Johansson-Patterson heavyweight title fight.

Fiat's appointment of Grant is effective July 15, but the Johansson-Patterson radio buy was made through the new agency.

■ In imported car circles, it was noted Fiat sales are lagging this year. In the first three months of 1960 Fiat sold 6,475 units, good enough for fifth place among the imports, but down about 20% from the 8,165 sold in the comparable period last year.

It was generally agreed that Fiat had some kingsize distribution and dealer problems. The Fiat line has been sold by dealers handling other makes as well—some of them U. S. car dealers who immediately dropped the line when the compacts began coming out of Detroit.

During the first quarter of this year all the leading imported cars, except Renault and Volkswagen, suffered sharp sales declines. Significantly, Renault and Volkswagen enjoy the strongest dealer organizations in the foreign car field.

■ Meanwhile, John Pinto, who was formerly chairman of the executive committee in Grant's New York office, has been named account supervisor on Fiat. Mr. Purcell, the new exec vp, will also be general manager of the New York office.

Other top management people in the New York office will be Abbott Kimball, who is continuing as chairman of the plans board; Walter Lurie, a vp who recently brought in a group of accounts (Brother International and Japanese Export Trade Recovery Organization); Frederick Peck, who is being shifted from Detroit to New York as creative director for all offices, and Michael Raymond, senior vp and account supervisor.

■ Still to be named is a new media director, who will also be a vp.

Lawrence Stapleton, formerly general manager of the New York office, will remain with Grant but his new post has not been announced. Marion MacDonald, formerly a senior writer at Dancer-Fitzgerald-Sample, has joined the New York office as copy group head on package accounts. #

Fiat Joins B-M in Sponsoring Big Title Fight

(Continued from Page 1)

would be more suitable for the dominantly male fight audience. Commercial messages will be devoted to Trig (BBDO), Vitalis (Doherty, Clifford, Steers & Shenfield) and Bufferin (Y&R). Ogilvy, Benson & Mather is the agency for Ban and the new anti-acid, Count Four.

Fiat and Bristol-Myers expect to do their commercials mainly live to tie in with the liveliness of the event. Both also expect to use the fight announcers to deliver some of their ads. Fiat will put heaviest emphasis on one or two models in the economy end of its line.

■ ABC recently acquired radio rights to the bout from TelePrompTer Corp. for approximately $200,000. TelePrompTer, which earlier gained all ancillary rights from Feature Sports for a minimum guarantee of $700,000, will telecast the event via closed circuit to movie theaters throughout the country.

Robert R. Pauley, the new vp in charge of ABC Radio, said that some 30 non-ABC affiliates have requested to carry the fight, and he expects the number to reach 70 before June 20.

■ Mr. Pauley plans to have the network carry other special events. And, although there has been much talk about radio networks cutting back their programming, Mr. Pauley intends to add a Monday-through-Friday 55-minute package to its afternoon programming. Mr. Pauley would not reveal the contents of this program at this time.

ABC Radio's almost solid schedule of network religious programs on Sundays might present a problem to affiliates who want more varied programming, Mr. Pauley admitted, but he hasn't decided yet how he plans to cope with the situation. This type of programming brings the network over $1,000,000 annually. Mr. Pauley estimates total network billings will increase about 10% in 1960. #

Ward Joins Kudner as VP

Albert Ward, formerly an account executive at Donahue & Coe, has been appointed vp and director of radio-tv programming at Kudner Agency, New York. Stuart Ludlum had been director of radio-tv programming at Kudner until he recently joined Huntington Hartford's Enterprises, where he will work in tv production.

Poor Richard Club Elects Foley's Morgan President

A. Edward Morgan, exec vp of Richard A. Foley Advertising Agency, Philadelphia, has been elected president of the Poor Richard Club, succeeding Edwin R. Cox Jr., sales promotion director of the Atlantic Refining Co.

A. Edward Morgan

Other new officers of the Philadelphia club include Reginald E. Beauchamp, special events director of the *Philadelphia Bulletin*, 1st vp; James T. Cassidy, president of Cassidy-Richlar Distributing Co., 2nd vp, and Andrew C. Kunkel, vp of Breyer Ice Cream division, treasurer.

Chain STORE Sales

April

	April 1960	April 1959	% Gain or Loss	4 Months 1960	4 Months 1959	% Gain or Loss
FOOD CHAINS						
Colonial Stores	$ 34,786,712	$ 34,716,196	+ 0.2	$ 136,855,797	$ 135,181,925	+ 1.2
[c]Grand Union	44,742,261	46,779,394	— 4.4	99,920,519	103,887,244	— 3.8
Jewel Tea	36,067,929	34,436,467	+ 4.7	144,007,905	138,753,040	+ 3.8
Kroger Company	146,253,881	146,727,864	— 0.3	571,193,820	577,351,533	— 1.1
National Tea	64,029,316	62,335,555	+ 2.7	256,405,372	248,051,592	+ 3.3
Safeway	187,387,716	176,875,387	+ 5.9	735,120,059	691,736,033	+ 6.3
Group Total	$ 513,267,815	$ 501,870,863	+ 2.3	$1,943,503,472	$1,894,961,367	+ 2.6
MAIL ORDER						
[b]Aldens	10,712,466	7,909,823	+ 35.4	28,408,468	24,797,783	+14.6
[b]Sears, Roebuck	377,798,403	339,591,600	+ 11.3	935,631,932	875,545,772	+ 6.9
Spiegel	24,139,527	18,557,314	+ 30.1	69,616,273	63,404,463	+ 9.8
Ward, Montgomery	109,562,062	100,187,423	+ 9.4	271,944,251	259,969,094	+ 4.6
Group Total	$ 522,212,458	$ 466,246,160	+ 12.0	$1,305,600,924	$1,223,717,112	+ 6.7
DRUG CHAINS						
Peoples	7,675,431	6,445,322	+ 19.2	29,111,339	26,247,032	+10.9
Walgreen	25,420,625	21,801,800	+ 16.6	96,699,920	87,437,857	+10.6
Group Total	$ 33,096,056	$ 28,247,122	+ 17.2	$ 125,811,259	$ 113,684,889	+10.7
VARIETY & MISCELLANEOUS						
American Stores	68,329,075	56,745,283	+ 20.4			
Beck Shoe	6,691,282	4,607,028	+ 45.2	19,752,031	18,719,521	+ 5.5
[c]Bond Stores	8,460,715	6,421,255	+ 31.8	66,766,851	66,060,765	+ 1.1
Butler Bros.	15,620,576	13,303,388	+ 17.4	60,500,439	54,071,152	+11.9
‡[c]Diana Stores	5,545,897	2,797,289	+ 98.2	39,193,324	29,549,023	+32.6
Edison Bros.	16,671,241	9,701,319	+ 71.9	41,245,248	36,217,898	+13.9
Fishman, M. H.	1,637,824	1,057,537	+ 54.9	4,468,512	3,721,414	+20.1
[d]Franklin Stores	4,041,281	2,985,245	+ 35.4	37,824,759	36,089,860	+ 4.8
Gamble-Skogmo Stores	13,414,710	11,765,139	+ 14.0	43,121,067	40,025,793	+ 7.7
Grant, W. T.	46,023,317	32,324,462	+ 42.4	130,536,155	115,078,839	+13.4
[c]Grayson-Robinson Stores	5,919,351	4,181,898	+ 41.5	48,664,118	41,247,814	+18.0
[b]Green, H. L.	11,766,113	9,580,026	+ 22.8	27,920,395	27,682,676	+ 0.9
[b]Hartfield Stores	2,279,506	1,684,901	+ 35.3	5,411,889	4,903,084	+10.4
‡Howard Stores	4,743,135	1,844,473	+157.2	12,551,644	7,604,066	+65.1
[b]Interstate Dept. Stores	8,594,188	6,777,645	+ 26.8	19,445,789	15,044,557	+29.3
Kinney, G. R.	11,120,000	5,709,000	+ 94.8	26,314,000	21,799,000	+20.7
Kresge, S. S.	37,467,548	27,465,274	+ 36.4	115,033,859	106,745,843	+ 7.7
Kress, S. H.	12,409,053	10,707,171	+ 15.9	41,851,180	43,848,159	— 4.6
Lane Bryant Inc.	8,401,095	6,708,742	+ 25.2	26,264,666	24,332,158	+ 7.9
[b]Lerner Stores	21,713,818	13,448,588	+ 61.5	43,846,334	41,132,787	+ 6.6
[b]Mangel Stores	4,851,481	3,164,203	+ 53.3	11,416,801	10,068,094	+13.4
McCrory-McLellan Stores	14,400,651	12,086,389	+ 19.2	45,730,451	47,137,933	— 3.0
Melville Shoe	18,016,306	9,528,205	+ 89.1	47,884,584	40,665,685	+17.8
[b]Mercantile Stores	14,204,000	11,460,000	+ 23.9	34,993,000	32,811,000	+ 6.7
[c]Miller-Wohl Co.	4,877,040	3,211,557	+ 51.9	33,503,720	31,687,294	+ 5.7
Murphy, G. C.	22,375,234	16,501,640	+ 35.6	66,244,361	59,344,182	+11.6
National Shirt Shops	1,977,430	1,461,865	+ 35.3	5,231,821	5,220,711	+ 0.2
Neisner Bros.	6,685,070	4,745,620	+ 40.9	20,318,342	18,041,995	+12.6
Newberry, J. J.	20,944,785	15,729,434	+ 33.2	64,958,760	61,004,741	+ 6.5
[b]Penney, J. C.	122,008,825	101,392,835	+ 20.3	288,534,688	274,465,175	+ 5.1
Rose's Stores	3,428,736	2,377,169	+ 44.2	9,777,057	8,760,751	+11.6
†Shoe Corp. of America	11,667,157	7,910,582	+ 47.5	29,370,640	26,909,521	+ 9.2
[c]Sterchi Bros.	1,414,856	1,459,348	— 3.1	2,419,417	2,514,296	— 3.8
Western Auto	24,446,000	24,537,000	— 0.4	79,949,000	74,927,000	+ 6.7
White Stores	4,552,448	4,006,370	+ 13.6	15,463,414	14,388,625	+ 7.5
[c]Winn-Dixie	56,435,383	52,870,451	+ 6.7	610,269,797	562,375,411	+ 8.5
Woolworth, F. W.	83,753,956	60,660,735	+ 38.1	271,973,882	243,153,577	+11.9
Group Total	726,889,083	562,919,066	+ 29.1	2,448,751,995	2,247,350,400	+ 9.0
Combined Total	1,795,465,412	1,559,283,211	+ 15.1	5,823,667,650	5,479,713,768	+ 6.3

[2] Months. [3] Months. [9] Months. [10] Months. [11] Months.

†Figures shown do not include any sales of A. S. Beck Shoe Corp. ‡Figures shown include sales of Ripley Manufacturing Corp., acquired December, 1959. #1960 figures include sales of R. H. Miller Inc., acquired August 1, 1959.

'Chicago's American' Names Regan National Ad Manager

Chicago's American has appointed Robert Regan Jr. national advertising manager.

Robert Regan Jr.

Mr. Regan, formerly with Hearst Advertising Service, on automotive accounts, succeeds Jack Mutti, who formerly was national ad manager of *Chicago's American*, as well as assistant to J.W. Andrews, Chicago manager of Hearst Advertising Service. Mr. Mutti will continue as assistant to Mr. Andrews. Hearst Advertising Service formerly represented *Chicago's American*.

AMA Names Tubby

New press relations director of the American Management Assn. will be Roger Tubby, former press secretary to President Truman and currently co-editor and co-publisher of the *Adirondack Enterprise*, Donald Keen, former AMA press relations director, left recently to become public relations director of Lippincott & Margulies.

Beckman Appoints J. C. Guhl

J. C. Guhl, former head of merchandising at Avery Label Co., Monrovia, Cal., has been appointed assistant advertising and sales promotion manager of the systems division of Beckman Instruments, Anaheim, Cal.

Colgate Buys CBS' 'Zone'; Singer Sponsors NBC's 'Dante'

Colgate-Palmolive Co., New York, has signed for half-sponsorship of CBS-TV's half-hour series, "Twilight Zone," for the 1960-61 season, to alternate with General Foods Corp. McCann-Erickson placed the order for Colgate.

At NBC-TV, Singer Sewing Machine Co. bought half-sponsorship of "Dante," its new mystery-adventure series for the 1960-61 season. The Singer buy was made by Young & Rubicam.

Caption Misidentifies Execs

In a picture caption on the Standard Oil Co. of California's outdoor "teaser" campaign for its new anti-knock Methyl gasoline additive in the May 9 issue, ADVERTISING AGE was in error in identifying the titles of Messrs. Mattes, Hale and Gardner, shown in front of the poster. Tony Mattes is manager of Standard's advertising department, Tony Hale is account executive of Batten, Barton, Durstine & Osborn, and Doc Gardner is with Foster & Kleiser.

Stamp of Approval

Stamp collecting isn't an inexpensive hobby. So when we tell you that in Stamp Advertising The Mirror in six short months has climbed to third place among New York's seven dailies you have further proof that The Mirror has the cream of the mass market.

Make The Mirror a MUST!

t THE PONTIAC PRESS introduce you the huge Pontiac area!

re, taken from an important new sur-*, are some facts and figures on THE NTIAC PRESS—leader in Michigan's growth market:

Leader in the Community 76% take E PONTIAC PRESS.

Leader in Home Coverage Pre-red 3 to 1 over the leading Detroit er.

Leader in Creating Sales 21% of ESS homes make over $7500 a year.

Leader in Exclusive Coverage 61% Pontiac Township households take the PRESS.

Leader in Home Delivery 98% of erage is home-delivered.

When you investigate sales potentials Michigan be sure to take a *close* look THE PONTIAC PRESS, the full-erage independent newspaper serv-the Pontiac area and Oakland nty since 1842!

Newspaper Home Coverage Study he Pontiac, Michigan Area is a 50-e comprehensive survey conducted ependently by Benson & Benson, , Princeton, N. J. and in consultation h ADVERTISING RESEARCH UNDATION, INC.

Write direct, or contact our Repre-tative in your area; this new study be sent to you immediately.

THE PONTIAC PRESS
ONTIAC, MICHIGAN

Circulation 59,339 Publisher's tatement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
w York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

Ad Clinic #15

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Ads we could do without

ONLY SHERATON RESERVES AND CONFIRMS ROOMS IN 4 SECONDS

SHERATON HOTELS

This is a brag-and-boast headline that obviously overstates the case.

How could any hotel company reserve a room that fast?

Pardon, sir, but it's true. Sheraton has a wonder machine, *RESERVATRON*, that makes and confirms reservations anywhere — electronically. All you do is phone the nearest Sheraton Hotel or reservation office. To help us test this ad, send for free, 104-page booklet that gives helpful dope on all Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #15, 470 Atlantic Ave., Boston, Massachusetts.**

FIRST IN TOLEDO FOR 33 YEARS!

WSPD RADIO

the **STORER** *station- backed by 33 years of responsible broadcasting* **CALL KATZ**

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

AN UNUSUAL SALES OPPORTUNITY FOR AN EXCEPTIONAL SALESMAN Trade paper selling experience, creative selling ability and a merchandising background are the qualifications needed to fill a top sales spot in the New York office of a leading trade paper in the building industry. If you feel that you can meet these requirements, write giving background and qualifications. Substantial salary and incentive plan.

Box 3725, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING ASSISTANT

We make dairy equipment and heavy industrial machinery. We need a young, ambitious advertising assistant to produce sales literature, handle trade shows and fairs, create promotions for our dealer network. This is not a job for a beginner because you will need administrative and creative experience to produce the kind of results we want. In turn, we offer extremely pleasant working conditions plus excellent experience and advancement opportunities. If you feel you can handle this job, we would be pleased for the chance to review your resume. Send it along with a letter that will help us get to know you. (Please don't phone) to

Robert R. Kubick
The De Laval Separator Company
25 Columbia Street
Poughkeepsie, N. Y.

P.R.—MEN! CREATIVE—POLISHED—PUBLISHED. One of Philadelphia's 4A agencies will offer $10,000 to the one PR man in a score who has the industrial experience they seek. The agency is also interested in a man who's typewriter doesn't stutter over electrical terms. Send your resume to **Jim Wilson, Business Personnel Consultants, Inc., (emp. agcy), 1528 Walnut Street, Phila. 2, Pa.**

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PROMOTION MANAGER

Exceptional opportunity for man who can do both circulation promotion and advertising promotion for a weekly publication located in New York City. Write, providing full details, age, experience and salary.

Box 3742, ADVERTISING AGE
630 Third Ave., New York 17, New York

CHEMICAL ADVERTISING

A major chemical company is looking for promising man to handle industrial chemical phase of its advertising and publicity program. Chemical education preferred—or strong chemical industry background. Minimum 2-5 years in advertising, writing, editorial, or related work required.

Box 3743, ADVERTISING AGE
630 Third Ave., New York 17, New York

MR. COPYWRITER

Interested in the possibility of joining a young, vigorous and fast growing agency in a fine, medium size Ohio city—that in addition to salary would offer possibility for you to profit from earnings and expansion? If answer is yes, send complete resume for immediate and confidential attention to:

Box 3744, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOW BADLY DO YOU WANT TO MOVE TO SO. FLORIDA?

Can't afford immediately what you're worth, but you'll have every chance to make it up as key man, future part-owner of established agency. You're probably now employed in agency—selling, contact, or jack of all trades—not too far from 35. Some merchandising or retail background. Detailed resume, photo, reason for interest to

Box 3745, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST WITH BRAINS TO FUNCTION as creative art department of growing ad agency in midwest city of 100,000 plus. Layouts; some finish and client contact. Good starting salary with solid future for experienced ambitious individual.

Box 3747, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

ASSISTANT MEDIA BUYER

Fast-Growing Midwest Advertising Agency ($12,000,000 now) needs media assistant in expanding department. Excellent opportunity for career and advancement. Some media print and broadcast research, analysis and recommending experience essential.

You will be a part of our staff of 135 in a pleasant city midway between Chicago and St. Louis. Fine place to raise family. No commuting. Ask any media man about us. Write giving full details including background and salary requirements, to **Miss Shirley Sunwall, The Biddle Company, Bloomington, Illinois.**

ADVERTISING SPACE SALES

Young, aggressive, personable, 28-40, to locate in Kansas City for Chicago publisher. Intangible sales experience helpful. Extensive travel. Car necessary. Substantial draw against commissions. Give experience, personal history, previous earnings. Immediate opportunity with growing company. Address:

Box 3746, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Unusual opportunity for aggressive man with top notch photographic studio. No photographic experience necessary, but must have good business administrative background and sales personality. Write giving full details, professional and personal. Replies held confidential.

Box 3748, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OIL INDUSTRY P. R.

Rapidly-expanding world-wide oil company seeks mature writer with magazine and/or metropolitan newspaper editorial experience and understanding of corporate public relations. Some speechwriting. Lifetime career opportunity. Midwest location. Send resume and recent photo with letter offering references and salary range.

Box 3749, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SEASONED PR EXECUTIVE OFFERS PROFITABLE RESULTS
Box 3719, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEASONED WRITER—PUBLIC RELATIONS PRACTITIONER available for free lance assignments on a crash program basis. Experienced on foreign governments, corporate-financial-industrial accounts. **QUEEN, 1420 WOOD ROAD, N.Y. (62) N.Y.**

FREE LANCE LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials? Contact—
T. J. McLOUGHLIN MI 2-3455
619 N. Michigan Ave., Chicago 11, Ill.

INTERVIEWS WANTED

Age 28, Col. Deg. Adv., 4 yrs. as asst. Ad Mgr of Nat. Advertiser in Ind., TV, Fashion. Strong in understanding sales problems-building program to solve them. Will relocate. Salary 7-10 M. Resume.

Box 3750, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

MEDIA PROMOTION is this copywriter's specialty . . . interprets media values forcefully, logically . . . in terms appreciated by media buyers and/or audiences.

Box 3751, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV ACCT EXEC or ADV. MGR—Top flight for industrial/scientific/electronics fields. Strong adv, prom, P.R. exp. Excell. contact ability. Tech degree, engr'g exp.

Box 3718, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLIC RELATIONS WRITER

Young Family Man With Publicity Newspaper Experience And Social Science Background Desires Full-Scale Public Relations Job Where Creativity And Personality Assets Could Be Fully Utilized.

Box 3752, ADVERTISING AGE
630 Third Ave, New York 17, New York

AVAILABLE
CREATIVE ART DIRECTOR AND ADVERTISING COUNSELLOR:
Broad experience in creative merchandising and advertising production for many varied types of industries and products. Thorough knowledge of all graphic arts creation and production including catalogs, direct mail, trade and newspaper ads, brochures, packaging, posters and other advertising media. Handled administrative duties and worked in conjunction with sales staff on customer relations and advisory capacity. Won national and local awards for design and directing in the field of advertising. Excellent production background of original color art and photography including the complete follow through of printing processes. Complete resume furnished upon request. Write

Box 3753, ADVERTISING AGE
200 E Illinois St., Chicago 11, Illinois

LAYOUT ARTIST—ART DIRECTOR

Offers 7 years exp. in all phases of graphic arts on local and nat'l accounts. Knows production. Age 30. Will relocate.

Box 3754, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Art Director, Catalog Editor, and Assistant Advertising Director desires to move up and re-locate to Chicago after June 1, 1960. An industrial or commercial organization that has need for a 32 year old, creative organizational man with 10 years experience in still motion photography, display, product design and national direct advertising. Will receive any consideration.

Box 3757, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Time and talent of young (27) all-round TV genius is being wasted by huge agcy. 4 yrs exp in creative prog dvlpmt, sales promo writing. Thorough knowl of all talent. Earning 9M. New post must pay much more. I'm worth it! Stable fam man.

Box 3758, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA DIRECTOR OR ASSISTANT

Broad training medium sized 4A agency —planning, analysis, client contact. Experienced print, spot radio-TV, outdoor, consumer—trade. Seeks opportunity to apply creative media approach to marketing plan. 11½ years agency, 2 years newspaper feature experience. M.B.A., 40, married, 4 sons. Avail. immediately.

Box 3759, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SALES PROMOTION MANAGER

College grad. Married, family. Age 30. 7 Years experience trade shows, direct mail, also administrative. New England preferred.

Box 3755, ADVERTISING AGE
630 Third Ave., New York 17, New York

IDEAS PLUS WORKMANSHIP

Exper. as admin., writer, acct. exec., salesman, ad manager, promotion, merchandising, marketing, public relations. Early 30s. U grad. Low to mid 5 figures. Write for resume and/or interview.

Box 3760, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DYNAMIC, PERSONABLE AD-SALES PROMOTION/PR MANAGER. Saturated with in-depth experience in **ALL** phases of industrial adv., sales promotion and PR work. Seven years with a major electrical manufacturer. Age 32. Technical background. Agency contact experience. Resume furnished.

Box 3761, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEED HELP ON COPY AND LAYOUT? Use my 10 yrs. news ad and mail order exp. freelance. Fast with ideas, my ads communicate and sell. Tel. **SU 4-4648, Chicago**

CREATIVE ART DIRECTOR

15 years directing and creating national ads, industrials, mail order and collateral. Good judgement and sound knowledge of copy, layout, production, media and market research. Real asset to small agcy. or Mfr. in or near Chicago.

Box 3756, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I WANT A FOREIGN ASSIGNMENT
Agency and Manufacturer Experience B.S. Marketing. Single. 30. Travel.

Box 3766, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

WANTED: More publications. Hustling new Florida space representatives. Long experience in monthlies, annuals.

Box 3763, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHERS REPRESENTATIVE—NEW ENGLAND

Experienced representative. Travels all New England. Industrial and Consumer experience. Excellent connections. References. Write:

Box 3762, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVE AVAILABLE IN MID-WEST. HAS VAST BACKGROUND IN FOOD AND PACKAGING.

Box 3764, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Small Publication for sale. Bi-Monthly. Good possibilities. National. Sold by subscription only. Priced cheap. Publisher has other interests.

Box 3737, ADVERTISING AGE
630 Third Ave., New York 17, New York

WEEKLY PUBLICATION FOR SALE

Covering over 90,000 families. Franchise circulation in specific category. Distribution in three Mid-western states; pre-sold on annual basis with automatic renewal. A phenominal merchandise mover—every copy spends a full week in the home, works every day and is read by practically every member of the family. Can be had for $50,000. Write

Box 3765, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY WRITER, outstanding record of placements in national business mags, wants assignments.
A. S. Keshen, 1 Mapes Ter., Newark, N.J.

MISCELLANEOUS

DON'T RAISE POSTAGE RATES

Raising postage rates won't increase Government revenue nor postal salaries. 88% of all postage is business mail. Postage is a tax deductible business expense. A postage increase will reduce other tax revenue, increase prices and reduce employment. It's inflationary. Write your Congressman to vote against postage increases!

We specialize in compiling and cleaning Prospect and Circulation lists. We supply new firm names and addresses. Our phone books cover 40,000 towns and cities in the U.S. and Canada. Audit Bureau qualification and verification. All types of lists compiled to order.
John H. Reardon, President
STANDARD MAIL ADVERTISING CO.
469 E. Ohio St., SUperior 7-1856
Chicago 11, Ill.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Publication For Sale

$22,000 or best offer will buy only trade magazine giving exclusive coverage to one of nation's biggest, fastest-growing industries. Can gross half million annually if buyer has strong sales representation in New York, Chicago areas, which present publisher lacks. Magazine is national in scope, can be published nearly anywhere. For complete details contact Malcolm Reiss, 342 Madison Ave., New York 17. Telephone Oxford 7-0764.

GROWING!

We Need Good Men To Grow With Us

CHEMICALS ADVERTISING

A college graduate, under 35 years of age, with a minimum of five years' basic industrial advertising experience. To serve as a staff man responsible for specific chemical product programs under the direction of a supervisor. Will participate in the planning and execution of advertising objectives, budgeting, programming, etc., on a variety of products aimed at many industries.

CONSUMER ADVERTISING

An experienced man under 35 years of age, college graduate, who is familiar with all levels of grocery trade advertising. His functions will involve participation in the market planning of packaged goods products, distributed through food outlets, and the execution of the advertising and promotional program.

PLASTICS ADVERTISING

A college graduate, under 35 years of age, with a minimum of five years' basic industrial advertising experience. To serve as a staff man responsible for specific plastics product programs under the direction of a supervisor. Will participate in the planning and execution of advertising objectives, budgeting, programming, etc., on a variety of products aimed at many industries.

EXHIBITS & VISUAL AIDS

A young college graduate around 25 years old, with no military obligations, to be trained by Dow in all phases of Exhibit and Display work (excluding design). Would travel frequently to Trade Shows and Conventions.

WHY YOU SHOULD CONSIDER DOW

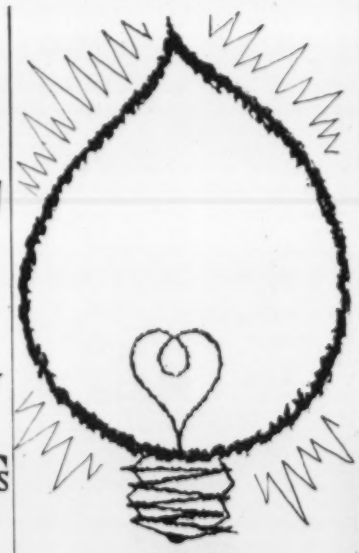
Dow is one of the nation's largest and most diversified chemical companies and offers many challenging opportunities for growth within its Advertising Department. Salary will be commensurate with experience and ability. Paid vacations and the best in fringe benefits. You will enjoy living in Midland, an attractive community with unexcelled recreation facilities in the heart of Michigan's Water Wonderland.

If you meet the above qualifications, please write in confidence, giving complete resume and salary requirements.

Contact: W. D. BOONE, Advertising Department

THE DOW CHEMICAL COMPANY DOW
MIDLAND, MICHIGAN

We WANT a very Bright young copywriter to work ON consumer ACCOUNTS IN OUR West coAST 4A Agency



We WANT a very Bright young art director to work ON consumer ACCOUNTS IN OUR West coAST 4A Agency

BOTSFORD, CONSTANTINE & GARDNER, INC.
115 S.W. FOURTH AVE., PORTLAND 4, ORE.

TOP PR EXECUTIVE AVAILABLE NOW

Company failure makes this top flight Industrial PR professional available now. Full experience in all phases of PR function. Award winning writer, photographer. Skilled in staff management. 45 minute presentation of success histories in 4A agency and Corporate work waiting for you to see. Seeks aggressive agency or corporation.

Box 225, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

WRITER, ASS'T. to SPM

Young man with writing and layout ability to edit merchandising publication and handle publicity for large Chicago food company. Also to assist Sales Promotion Manager. Some promotion experience desirable. Must reside in area. Please state salary requirements and attach photo to resume.

Box 222, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:

MARKETING-MERCHANDISING, agency. Idea man and tested analyst who knows what works and what doesn't in increasing share-of-market in foods. $17M
COPY, industrial-consumer, multi-office agency. A pro who'd like to live in one of the pleasantest of all U.S. cities $16M
MARKETING, agency. Could be now a young food brand manager who originates, tests, administers promotions. $15M
TV-RADIO writer, name agency, who enjoys out-of-the-groove assignments $14M
TV-RADIO writer, name agency. Young but on his way $10M
COPY-CONTACT, automotive aftermarket. Industrial experience could qualify. $10M
SALES PROMOTION, electronics. To 35 $8400

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

EXPORT IMPORT NEWS

THE VOICE OF WORLD TRADE
Serving Readers in Principal Trade Centers of 89 Countries
Published Every Month
354 S. Spring St., Los Angeles 13, Calif.
New York Office
Jeannette Fritsche Associates
507 Fifth Avenue
New York 36, New York

PUBLISHER REP WANTED IN N.Y., CHICAGO, CLEVELAND & DETROIT

Our salesmen haven't any more time to handle new accounts. So, with their knowledge, we need trade paper representation in key areas to sell additional space in an 8-year old national metalworking publication. Our last issue carried 121 pages of advertising in a 128 page issue. Our format is tabloid size with very little editorial content. We are basically a shopping news for our field. We also have mailing list rental services.

Samuel Schiff, Publisher,
Industrial Machinery News
16239 Meyers Road, Detroit 35, Michigan

SAN FRANCISCO AD. AGENCY CAN REPRESENT YOU IN CALIF.

We are staffed and prepared to represent out-of-state advertising agencies or advertisers in San Francisco and California. For details:

Joseph Pedott Advertising Agency
Suite 512, 693 Mission Street
San Francisco 5, California

We are constantly seeking highly qualified creative advertising, editorial and publishing personnel.

Agency, automotive exp. $16,000
Asst. Adv. Dir. Consumer gds. $15,000
Yng. expd. P.R. man $9,500
Copywriter, financial exp. ..... Open

E. Ralph Rundell
Creative Advertising Recruitment
202 So. State Street
Chicago 4, Illinois
WAbash 2-5020

OUTDOOR ADVERTISING OPPORTUNITY

Excellent opportunity for man with initiative, follow-through, and proven sales record in outdoor advertising to handle local and national sales for one of the country's leading outdoor companies. Starting Salary $12,000-$15,000 with unlimited future. Send complete resume to:

Box 224, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

TOP OPENINGS

COPY WRITER ..... $12-$16,000
Agency experience on consumer accounts. To become creative director. Heavy on print. Top opportunity in both creative and supervisory capacity.

COPY/CONTACT ..... $10-$12,000
Medium sized 4A agency needs seasoned creative account man. Accounts are diversified and use all media. Full benefits including chance to earn stock participation.

ACCOUNT EXECUTIVE ..... $12-$15,000
Building materials. Strong merchandising background. Creative. Key spot.

ASSISTANT A/E ..... $7-$8,000
Good writer with industrial type background. Rapid and substantial increases.

ART DIRECTOR ..... $12-$14,000
Imaginative with diversified experience in consumer accounts.

RADIO/T.V. WRITER ..... $9-$11,000
Agency experienced, well grounded with proven writing ability on consumer accounts. Some knowledge of production preferred.

INDUSTRIAL ASS'T AD. MGR. ..$10-$12,000
Multi-plant. Capitol Equipment Manager. New York location.

* * * *

MERGER?

A small mid-west agency (one-million-billing) interested in merger—all information confidential.

* * * *

Contact in Absolute Confidence
I. M. Daiker
DRAKE *Personnel Inc.*
29 East Madison Bldg., Chicago 2, Illinois
Financial 6-8700

AGENCY ART DIRECTOR

Tired of commuting? . . . getting home late? . . . living too fast yet not well enough? Well-established $2,000,000-class agency in Northern Indiana offers good salary, excellent family living conditions and uncommon growth potential, with opportunity to work on important national accounts from the outset. Agency experience required.

The man we want has a good background and art training, wide range of interests, and has demonstrated ability to grasp concepts quickly, visualize graphically and dramatically on varied accounts, and work well with others. He must be stable and responsible; job hoppers will not be considered.

Act promptly. Include photo if available, home phone, references, and a few good samples with your résumé. Prompt action and return of your material guaranteed. Your inquiry will be held in confidence.

Box 227, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

RELEASES PLACED AT REASONABLE RATES

We can help you place your news releases in newspapers around the country. Our fee is based on successful placement only. **Call CI 5-7811, or write RELEASE PLACEMENT SERVICE, 130 West 45th Street, New York 36, N. Y.**

SKILLED COPY-CONTACT

Creative ad-woman with heavy 4-A and publishing background — industrial, consumer, direct mail, trade paper—is ready to put her marketing know-how, experience and writing ability to work for progressive ad agency, manufacturer or publisher who wants effective producer. Able organizer, administrator, expediter. Will relocate. Box 220, Advertising Age, 630 Third Ave., New York 17, N. Y.

Our 49th Year

SPACE SALESMAN, food background $15,000
COPYWRITER—man, familiar with TV production 10,000
COPYWRITER—woman, small agcy. Gen'l & TV exper. 6-7000
TRAFFIC ASST., splendid chance for girl, must type 4,500
SALES Prom. writer—electron. 8000+
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

FREE-LANCE PUBLIC RELATIONS MAN

Available for assignments
INDUSTRIAL . . . COMMERCIAL
INSTITUTIONAL . . . FINANCIAL

- Full-scale public relations programs
- Contacts with press, radio-TV, trade publications
- News & feature stories • Newsletters • Brochures & pamphlets • Company publications • Special events

Box 221, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

CURRENT OPENINGS:

ASS'T. MARKETING SUPERVISOR $16,000
Solid history in anti-freeze products or automobile waxes & polishes. Midwest 4-A ad agency.

ASS'T. T/V-RADIO CREATIVE DIRECTOR $22,500
Must be strongly creative and effective in producing & supervisory phases. Midwest 4-A agency.

MEDIA PLANNING DIRECTOR $23,000
Top-drawer background in broadcast and print media. Southern 4-A agency.

MEDIA RESEARCH ANALYST $12,000
Versatile in broadcast & print. Southern 4-A agency.

ASS'T. ADV. & P/R MANAGER OPEN
B/G in capital goods or heavy industrial equipment. Eastern company.

SALES PROMOTION MANAGER $9,500
Good copywriter & must know graphic arts phases. Publicity B/G helpful. Electronics product familiarity required.

If qualified and interested, contact me in confidence.

GEORGE E. PYLKAS
Manager-Advertising Division
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. • Chicago 2
FI. 6-9400

TO AGENCY PRINCIPALS: THIS HAS GONE ON LONG ENOUGH!

We, his friends and colleagues, want you to know this man. He's a guy who gets the facts, digs out the valid purchase proposition and helps his writers and Art Directors do better ads than they know how. And they like it. In research, he knows what to look for and knows the limit of its worth. For him, media isn't just space—it's a way to make good ads even more effective. To him, there's only one boss—the person who buys the product! Clients know he makes a point of knowing their business . . . often better than they. He ain't pretty and he ain't Ivy League. He's aggressive (often impatient when faced with hacks) and his new-business record is startling. He's a compassionate, understanding guy but he won't tamper with the truth—or let clients do it. And he knows what advertising is all about . . . so much so that it will take an exceptional boss or agency to recognize and utilize his full worth. He's an acc't supr., dept. head, branch office head and creative man all in one package. He's got big agency experience and his talent transcends categorization. He's only 35 years old, he's free now (N.Y. only) and has been for some time due to an unfortunate set of circumstances. He doesn't know of this ad but he'll get your letter if you write: Box 212, Advertising Age, 630 Third Avenue, New York 17, New York.

COPYWRITER

Leading Air Line desires copy man to handle variety of sales promotion advertising assignments. Will work as member of creative team. Sound future for right man. Prefer college graduate, age 23 to 35. Please submit complete resume including salary requirement.

Box 219, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE

Long established mid-west advertising agency has immediate opening for an account executive to head account group. Here is an opportunity to express creative ability, working on a blue chip account. We prefer a man with agency experience in the food field, preferably meat, 30-45 years of age, married. This man will have the backing of complete agency service which is strong on copy, air media and research. Salary will be commensurate with experience plus many additional company benefits. Send resume and recent small photograph along with salary desired to Box 226, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

SALES MANAGER FOR CHAIN STORE WANTED

This chain of approximately 50 stores, located in the middle west, is looking for a Sales Manager. The man we are looking for will be responsible for sales and gross profits. The man we are looking for will be in the chain store business now. He is probably an assistant sales manager today of a national chain or a regional chain. This man will be, in his new position, one of the key executives. The salary is open. **Post Office Box 388, Chicago, Illinois.**

Traffic Stopper!

Your classified ad in Advertising Age gets the attention of over 177,000 marketing men and women. You get traffic-stopping action for as low as **$5 per ad!**

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name _____
Street _____
City _____ **Z** **State** _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St., Chicago, Illinois
4041 Marlton Avenue, Los Angeles 8, Calif.

The Top 100 National Advertisers of 1959

Dollar Expenditures in Major Media, Compiled by Advertising Age

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; Radio Advertising Bureau; Outdoor Advertising Inc.

	Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Network Television	Spot Television*	Spot Radio	Outdoor
1.	General Motors Corp.	$110,602,039	$38,622,558	$29,420,343	$ 1,612,051	$ 3,179,000	$20,021,744	$ 3,797,290	$ 4,115,000	$ 9,834,053
2.	Procter & Gamble.	105,616,190	6,249,563	3,566,075	---	460,200	50,293,552	45,046,800	---	---
3.	Ford Motor Co.	61,682,606	19,679,542	10,682,742	1,856,956	305,300	12,048,187	4,389,960	7,280,000	5,439,939
4.	General Foods Corp.	61,063,624	13,738,272	10,295,444	225,466	248,000	20,890,321	44,599,400	705,000	361,721
5.	Lever Bros. Co.	56,767,363	6,876,767	2,976,280	60,421	---	32,734,955	14,118,940	---	---
6.	American Home Products Corp.	52,184,538	3,967,967	6,483,084	516,557	1,013,800	28,109,458	10,657,620	616,000	820,052
7.	Colgate-Palmolive Co.	49,531,959	7,300,542	5,352,667	156,836	363,500	22,478,524	13,879,890	---	---
8.	Chrysler Corp.	47,468,667	17,193,094	12,178,515	388,383	766,000	9,507,266	2,013,180	4,129,000	1,293,229
9.	R. J. Reynolds Tobacco Co.	38,673,265	8,192,351	4,843,251	461,386	---	16,123,827	4,252,450	4,800,000	---
10.	American Tobacco Co.	34,622,793	9,257,883	7,192,259	219,428	---	9,881,440	3,467,440	3,090,000	1,514,343
11.	General Electric Co.	31,666,263	7,591,773	12,905,441	476,195	4,060,000	6,194,634	438,220	---	---
12.	General Mills Inc.	30,823,439	7,064,547	6,317,093	211,833	388,500	12,919,237	3,237,710	594,000	90,519
13.	Distillers Corp.-Seagrams Ltd.	28,706,637	11,373,763	11,994,197	7,650	250,000	503,350	1,973,510	415,000	2,189,167
14.	P. Lorillard Co.	28,605,747	6,779,442	1,410,619	---	---	12,825,558	4,177,170	3,100,000	312,958
15.	Bristol-Myers Co.	27,943,794	909,483	4,631,454	---	141,500	12,616,707	7,744,650	1,900,000	---
16.	Liggett & Myers Tobacco Co.	25,902,172	3,262,609	4,280,859	28,180	---	11,591,507	2,948,590	3,600,000	190,427
17.	American Telephone & Telegraph Co.	22,912,502	5,987,885	8,819,431	504,997	550,000	1,406,190	5,036,980	---	607,019
18.	Philip Morris Inc.	22,320,599	4,923,560	2,834,981	324	---	8,595,078	4,387,270	710,000	869,386
19.	Sterling Drug Inc.	22,018,578	2,017,570	1,924,450	100,985	314,200	12,975,463	3,660,910	1,025,000	---
20.	National Dairy Products Corp.	22,015,870	6,545,894	6,325,250	268,239	196,000	6,395,377	1,526,810	---	758,300
21.	Kellogg Co.	21,766,988	3,927,363	2,750,251	152,209	120,000	7,454,261	5,988,600	---	1,374,304
22.	Brown & Williamson Tobacco Corp.	21,565,288	2,063,356	1,619,203	11,255	---	8,592,953	9,252,640	---	25,881
23.	Gillette Co.	20,277,178	1,977,553	852,601	---	---	13,642,174	2,745,350	1,059,500	---
24.	Campbell Soup Co.	19,033,517	4,906,207	7,155,760	154,749	---	4,766,675	492,060	1,400,000	158,066
25.	Miles Laboratories Inc.	18,893,708	1,636,860	444,203	2,500	458,800	7,420,515	7,830,830	1,100,000	---
26.	Adell Chemical Co.	18,392,234	260,204	---	---	---	---	18,132,030	---	---
27.	Warner-Lambert Pharmaceutical Co.	18,334,659	1,817,364	2,913,681	---	550,200	2,362,794	10,690,620	---	---
28.	Standard Brands Inc.	17,704,212	3,388,216	2,087,900	362,984	---	6,254,610	4,135,040	1,000,000	475,462
29.	Continental Baking Co.	16,057,138	2,177,571	86,500	---	75,000	776,135	10,806,480	1,215,000	920,452
30.	National Distillers & Chemical Corp.	15,944,682	8,069,376	5,445,668	2,075	450,000	---	---	---	1,977,563
31.	Corn Products Co.	15,858,780	1,459,015	4,040,299	147,950	253,900	4,521,697	4,226,190	800,000	409,729
32.	E. I. du Pont de Nemours & Co.	15,761,575	1,806,412	5,565,963	289,793	2,637,000	4,684,494	481,250	---	296,663
33.	Pillsbury Co.	15,753,965	5,305,357	3,300,095	101,919	112,000	4,222,514	2,712,080	---	---
34.	Anheuser-Busch Inc.	15,368,201	1,374,218	1,252,001	---	134,200	343,427	4,125,250	3,683,000	4,456,105
35.	National Biscuit Co.	14,485,927	2,500,723	2,001,065	12,917	241,200	7,599,142	2,130,880	---	---
36.	Eastman Kodak Co.	14,461,387	1,965,392	5,076,217	2,043	1,650,000	5,660,265	107,470	---	---
37.	Quaker Oats Co.	13,674,600	4,060,609	3,435,390	71,028	501,000	2,810,056	1,859,690	800,000	136,827
38.	American Motors Corp.	13,599,689	8,507,433	2,325,556	---	403,600	---	1,928,100	435,000	---
39.	Schenley Industries Inc.	12,885,113	7,624,421	3,354,945	---	375,000	136,379	28,210	---	1,366,158
40.	Borden Co.	12,002,475	3,799,166	1,565,026	11,131	100,000	1,626,436	2,824,470	900,000	1,176,246
41.	Goodyear Tire & Rubber Co.	11,972,241	3,207,669	5,421,891	658,955	1,003,400	1,559,205	74,980	---	46,141
42.	Texaco Inc.	11,870,946	580,640	1,270,283	307,300	715,000	6,198,830	713,560	1,840,000	245,333
43.	Coca-Cola Co.	11,856,521	1,197,957	4,264,663	---	72,800	375,180	3,567,960	---	2,377,961
44.	Westinghouse Electric Corp.	11,799,946	2,212,259	2,238,142	193,890	1,946,700	5,166,205	42,750	---	---
45.	Shell Oil Co.	11,663,356	2,566,606	1,093,547	127,605	427,500	112,185	2,553,850	1,500,000	3,282,063
46.	J. B. Williams Co.	11,418,389	324,452	16,900	---	---	10,658,987	418,050	---	---
47.	Revlon Inc.	11,335,918	1,074,990	2,706,765	---	---	4,216,914	3,284,050	---	53,199
48.	Armour & Co.	10,704,716	1,544,650	2,211,944	141,994	915,600	4,599,368	1,291,160	---	---
49.	U. S. Steel Corp.	10,526,217	927,458	2,110,135	285,596	3,837,900	3,225,820	48,660	---	90,648
50.	Jos. Schlitz Brewing Co.	10,497,151	295,724	1,991,886	---	---	1,410,407	2,175,520	2,710,000	1,913,614
51.	Standard Oil Co. (New Jersey)	10,325,499	2,471,139	1,295,284	54,835	234,800	839,069	2,722,270	1,200,000	1,508,102
52.	Ralston Purina Co.	10,269,806	860,455	213,083	839,687	142,000	4,414,520	1,808,340	1,352,000	639,721
53.	Standard Oil Co. (Indiana)	10,251,873	3,252,097	56,722	323,473	417,800	424,573	2,269,490	610,000	2,897,718
54.	Radio Corp. of America	10,204,736	1,748,709	3,579,245	844	472,100	3,841,836	501,530	---	60,472
55.	Firestone Tire & Rubber Co.	9,853,413	1,954,355	3,811,422	553,374	276,900	2,108,612	48,750	1,100,000	---
56.	Carter Products Inc.	9,327,964	195,996	179,157	10,446	---	5,468,065	3,474,300	---	---
57.	S. C. Johnson & Son Inc.	9,315,001	271,447	762,499	470	55,000	7,125,705	1,098,880	---	---
58.	Studebaker-Packard Corp.	9,264,581	3,743,778	2,717,974	9,795	66,000	568,524	80,210	750,000	1,328,300
59.	Swift & Co.	8,955,385	2,919,317	2,323,029	191,108	82,700	2,301,794	827,170	---	310,267
60.	Pepsi-Cola Co.	8,808,516	3,222,211	1,519,925	12,660	112,500	---	2,984,590	---	956,630
61.	Carnation Co.	8,773,096	2,987,661	1,719,073	254,592	249,600	2,640,848	584,590	---	336,732
62.	Aluminum Co. of America	8,594,022	1,211,128	1,799,160	45,083	1,000,000	3,912,921	625,730	---	---
63.	Chesebrough-Pond's Inc.	8,432,621	714,100	2,187,897	37,215	67,100	2,271,639	1,484,670	1,670,000	---
64.	Hiram Walker-Gooderham & Worts Ltd.	8,404,825	3,445,156	4,243,150	---	130,000	---	---	---	586,519
65.	Scott Paper Co.	8,319,155	419,165	2,454,769	---	137,100	4,100,596	1,011,750	---	195,775
66.	Johnson & Johnson	8,165,616	1,111,384	3,726,425	74,927	47,700	3,001,115	168,800	---	35,265
67.	Stanley Warner Corp.	7,909,465	462,840	48,203	2,512	---	14,570	7,381,340	---	---
68.	Wm. Wrigley Jr. Co.	7,794,626	1,444,073	712,744	---	---	---	2,749,420	500,000	2,388,389
69.	Nestle Co.	7,388,139	1,309,016	909,742	17,230	---	1,980,761	2,581,390	590,000	---
70.	Beech-Nut Life Savers Inc.	7,264,227	1,049,407	637,410	---	101,200	4,839,370	636,840	---	---
71.	H. J. Heinz Co.	7,251,019	2,843,715	1,425,265	1,109	105,400	2,847,490	28,040	---	---
72.	Bayuk Cigars Inc.	6,920,421	180,469	594,270	---	20,000	5,962,772	162,910	---	---
73.	Kimberly-Clark Corp.	6,883,630	814,949	2,341,413	---	381,300	3,291,632	---	---	54,336
74.	Canadian Breweries Ltd.	6,675,643	195,467	846,879	---	---	330,007	3,022,220	2,000,000	281,070
75.	Alberto-Culver Co.	6,675,537	---	---	---	---	5,140,407	1,535,130	---	---
76.	Helene Curtis Industries	6,592,743	1,874,654	1,083,817	---	113,900	1,733,022	1,787,350	---	---
77.	B. F. Goodrich Co.	6,375,701	1,758,200	1,942,467	275,130	1,365,500	495,160	78,870	---	460,374
78.	Union Carbide Corp.	6,356,397	824,145	1,569,077	105,554	1,662,300	914,291	481,030	800,000	---
79.	Falstaff Brewing Corp.	6,317,008	220,759	33,444	---	---	1,634,569	2,174,600	730,000	1,523,636
80.	Vick Chemical Co.	6,245,919	413,102	861,282	443,494	140,100	1,272,741	3,115,200	---	---
81.	Eastern Airlines	6,041,216	4,294,856	---	---	---	---	246,360	1,500,000	---
82.	Prudential Insurance Co.	5,938,576	1,913,440	74,710	34,800	58,000	3,776,169	---	---	81,457
83.	American Chicle Co.	5,828,120	---	---	---	---	3,331,580	2,496,540	---	---
84.	Mobiloil Co.	5,797,415	2,850,711	836,750	122,972	103,000	1,139,832	605,900	---	138,250
85.	Sperry Rand Corp.	5,741,714	545,857	1,780,186	430,720	557,000	2,427,951	---	---	---
86.	Trans World Airlines	5,741,515	3,635,011	491,010	---	55,400	---	21,500	925,000	613,594
87.	Drug Research Corp.	5,736,269	415,195	124,825	---	---	2,453,349	2,742,900	---	---
88.	Armstrong Cork Co.	5,723,875	207,850	2,105,360	12,400	400,000	2,998,265	---	---	---
89.	Sinclair Oil Corp.	5,685,314	1,026,169	478,946	108,023	650,800	127,050	230,060	2,500,000	564,266
90.	Gulf Oil Corp.	5,546,727	478,319	1,135,850	62,650	400,000	1,492,450	857,470	415,000	704,988
91.	American Airlines	5,528,941	3,302,266	542,891	---	102,400	---	101,670	1,311,000	168,714
92.	American Cyanamid Co.	5,469,766	190,702	1,314,923	1,146,141	2,818,000	---	---	---	---
93.	Texize Chemicals Inc.	5,418,160	47,560	---	---	10,000	---	5,360,900	---	---
94.	Theo. Hamm Brewing Co.	5,365,511	101,756	261,881	---	---	600,461	1,887,060	900,000	1,614,353
95.	Wesson Oil & Snowdrift Co.	5,332,383	163,324	2,181,519	---	104,100	---	2,883,440	---	---
96.	Florida Citrus Commission	5,328,066	2,452,765	1,852,309	---	---	1,022,992	---	---	---
97.	Seven-Up Co.	5,303,988	401,971	2,056,783	90,000	18,500	1,419,930	507,770	---	809,034
98.	J. A. Folger Co.	5,270,103	532,509	38,788	977	---	---	3,722,440	735,000	240,389
99.	Plough Inc.	5,143,958	1,263,772	822,416	33,479	---	---	1,405,460	1,420,000	198,831
100.	Pabst Brewing Co.	5,079,706	694,618	---	7,890	---	---	3,067,210	675,000	634,988

*In some instances spot tv figures include both parent company and dealer or distributor expenditures.

Scolaro, Doyle & Hawley Join as Newspaper Reps

Scolaro, Meeker & Scott and Doyle & Hawley have associated as divisions under the name, Newspaper Marketing Associates, effective June 1. The two newspaper representative companies have offices in New York, Philadelphia, Detroit, Chicago, Los Angeles and San Francisco.

Newspaper Marketing Associates will represent the following newspapers: *Atlantic City Press, Baltimore Sun, Buffalo Courier-Express, Des Moines Register & Tribune, Fort Pierce News Tribune, Grit, Herald Tribune* European edition, *Iowa Farm & Home Register, Minneapolis Star & Tribune, New York Herald Tribune, Pontiac Press, Poughkeepsie New Yorker, Berkeley Daily Gazette, Burlingame Advance-Star & Green Sheet, Monterey Peninsula Herald, Palo Alto Times, Redwood City Tribune, Riverside Press & Enterprise, San Fernando Valley Times, San Gabriel Valley Daily Tribune* and *Santa Monica Evening Outlook.*

Rumrill Names Atkinson

Donald G. Atkinson has been named general manager of the Buffalo office of the Rumrill Co., succeeding James G. Wells, vp. Mr. Wells will remain as a director and consultant, but will move to Phoenix. Mr. Atkinson has been with Rumrill as an account executive for a year.

Prior to joining Rumrill, Mr. Atkinson was with the Wildroot Co. as director of market research and new-product development and as assistant advertising manager.

Roi-Tan to Test Stafirm Tip in Houston Before Big Push

Roi-Tan cigars will test its new Stafirm tip in the Houston market before launching, in mid-July, the largest advertising program in its history. Newspapers, tv and radio will be used in the test. Houston is Roi-Tan's biggest market. Lawrence C. Gumbinner Advertising Agency, New York, handles the account.

Pepsodent Plaint Unrelated to Ads, Lever Tells FTC

(Continued from Page 3)

with a motion for dismissal. He stated three grounds:

1. The complaint is "faulty" because it fails to specify the provision of law that has been violated.

2. In any event, it merely alleges a misleading demonstration, without contending that a false representation was made.

3. Finally, it sets up a state of facts which do not exist.

Warming to his argument, Mr. Fortas declared: "It is about time, with all respect to the commission, that the obligation placed by law on advertisers not to distort apply to the complaints of the commission, too."

Assuring Mr. Hinkes that he was not charging that the commission deliberately distorted Pepsodent's ads, Mr. Fortas said the language of the complaint was no doubt due to carelessness. "But," he contended, "it leads to injustice."

■ The issue was rejoined later, after the hearing room had been darkened for the screening of four Pepsodent commercials. Mr. Fortas was back on his feet protesting that neither the storyboards nor the commercials themselves contain any of the "key words in the charge paragraph of the complaint."

His motion for outright dismissal is still under advisement, but his motion to prevent the introduction of the four tv spots was summarily brushed aside by Mr. Hinkes. The examiner observed: "The complaint makes certain charges. If they are in the film, or if they can be drawn by inference, is up to the commission to show. There is no harm in admitting them for what they show."

■ During today's hearing, commission attorney Frederick McManus called two dental experts from Georgetown University dental school to discuss tooth structure. They testified that the structure of a tooth surface is not the same as the surface of an enamel plate.

One witness, Dr. Baldwin Raj Bhussry, stressed that stain problems differ according to the accumulated "plaque" on an individual's teeth.

He said some plaque does not respond to brushing, so no abrasive toothpaste can remove stains from all teeth.

Only one day of hearings was held this week. Mr. McManus is expected to call other witnesses at a later date. #

Wulfhorst Joins NL&B as VP

Robert A. Wulfhorst has joined Needham, Louis & Brorby, New York as vp and director of media and research.

Robert A. Wulfhorst

Mr. Wulfhorst was previously associate media director of Dancer-Fitzgerald-Sample for six years. Prior to that he was associated with Kenyon & Eckhardt and the old Biow Co.

Holstein Joins Ebco

Charles Holstein, a graduate of Ohio State University, has joined the advertising department of Ebco Mfg. Co., Columbus, O.

CLIENT CONFERENCE —*Account Executive Richard Oransky of Simonds, Payson Co., Portland, discusses marketing plans with Keith L. Bennett, advertiser of "the best shine in Portland."*

Test Data Don't Tell If Early Sales Will Continue, Ruch Says

(Continued from Page 3)

ures," Mr. Ruch explained, "the crucial problem became the fact that we had not recognized that most of our business was coming from one-time buyers, and that we were not generating a strong enough repeat purchase base to support the product after the first wave of sampling had gone by."

Pillsbury was using consumer survey methods to obtain information about repeat purchases, Mr. Ruch said, but despite all efforts, was unsuccessful in obtaining data from this method which would differentiate between products that succeeded because they had good repeat sales and those that failed because they didn't have good repeat sales.

After observing the high accuracy of repeat purchase research based on consumer panels, done with Market Research Corp. of America, Pillsbury decided to set up its own consumer panels. In one case—the introduction of Butterflake dinner rolls last winter—the system was so successful that Pillsbury could plot mathematically when, and how many repeat purchases would be made.

■ This enabled the company to predict within two weeks when a shortage might develop in a given market, and it made stockpiling possible even though the product was a refrigerated perishable item.

Consumer panels are not a "panacea," Mr. Ruch cautioned. For one, they are "the most expensive way known to mankind to produce data" and are economically feasible only when several different products are being researched simultaneously, he said.

Unidentified products currently in test include one which has been "extremely responsive" to advertising; while all other tests have been satisfactory, the product will continue in test markets until all possible advertising approaches have been worked out, he said.

■ Another product, Mr. Ruch said, is one which also has proven satisfactory in all respects except that its repeat purchase rate is "very much below that of control products against which this product would be competing." Pillsbury decided to go national with it anyway, although on a more conservative basis, because it was felt that the probability samples were too small to be conclusive.

It will be six months to a year before the tale is told, Mr. Ruch concluded. #

Burnett Boosts Whiting

Howard Whiting has been appointed vp and manager of the Montreal office of Leo Burnett Co. of Canada. Mr. Whiting previously was vp and account supervisor in the agency's Toronto office.

Barter, at That . . .

Smallest Client Takes Shine to Portland Agency

PORTLAND, ME., May 26—Simonds, Payson Co. is mighty proud of its $2-a-year account to promote the shoeshining talents of freckle-face Keith L. Bennett, 12—even though it may be the smallest billing in the nation's advertising industry.

The agency likewise has a satisfied client, who's convinced advertising pays. Keith's business, in fact, has increased 100% since he appointed an agency.

The boy wandered into the 53 Exchange St. office in search of a customer and found one—Richard E. Oransky, agency executive. And between the rhythmic poppings of Keith's polishing cloth, Mr. Oransky sold the youngster on the importance of good marketing techniques. He got the account.

■ The contract was clinched, with Mr. Oransky quickly appointing himself account executive. A campaign got under way. Four-color letter-size leaflets were designed

and distributed. Contacts were solicited throughout Portland's business district. An artist was assigned to paint Keith's shinebox with an attractive sales message.

■ Keith's reputation for dispensing quality shoe shines grew by leaps and bounds. Now he has reached the stage where he is forced to limit customers to those with appointments. The promotional material stressed the "best shine in town with the best prices in Portland."

Latest reports are that the young advertiser is earning daily, except when it rains, the amount of his annual ad budget.

And, just to keep the record straight, there's no currency exchanged between client and agency. Keith pays his fee by administering 20 free shines yearly to Mr. Oransky. #

Furness to Hit 2,000th Westinghouse TV Ad

(Continued from Page 3)

ing from a man. Some of the product ads may be a joint effort, but more than 75% of them will be handled by Miss Furness. They will rehearse the commercials briefly the day before they are scheduled, but there will be plenty of leeway for ad libbing.

During the conventions, Miss Furness gets no more rest than the political candidates. In 1952, she did a 17-hour stint one day which would have weakened even a veteran campaigner. Nevertheless, she finds the conventions "terribly exciting, very stimulating."

Some of the excitement Miss Furness referred to undoubtedly hinges on the unexpected events inherent in any convention. At one point in the 1956 proceedings, it was announced that Sen. Kefauver would speak. His brief and unexpected announcement immediately afterward that the convention would break for lunch caught Miss Furness off-guard and sent her on a mad 50-yard dash for the Westinghouse set. When she arrived before the cameras, out-of-breath, she had to explain her predicament to her audience before delivering the commercial.

■ Westinghouse's key spokesman said that she finds doing commercials the hardest thing in show business. "Great as these products are," she explained, "I've never had a refrigerator throw me a line."

Miss Furness estimates that she thus far has delivered 1,871 commercials for Westinghouse, counting the ads by the number of costumes she has worn and carefully noted in a little black book. The dynamic Miss Furness has 390 "Studio One" shows under her trim belt, in addition to such Westinghouse-sponsored programs as "Desilu Playhouse," the "Best of Broadway" and others.

She confidently expects that she will deliver her 2,000th tv commercial for Westinghouse in the course of the forthcoming campaign series.

Betty hasn't for a second regretted being type-cast as "Miss Westinghouse." She began working for the company 11 years ago, after having played a bit part in one of the early "Studio One" shows. "I had only seven lines," she confessed, "none of which pertained to the plot." But evidently she displayed a good deal of that Furness finesse, because it brought an offer from the show's then-new sponsor, Westinghouse, to deliver its commercials.

■ Westinghouse had encountered a great deal of difficulty in getting a commercial announcer before then. The company had tried several radio actresses but had found the girls terrified of the cameras. The record showed four girls falling by the wayside in four weeks. One nervous aspirant spilled a cup of hot chocolate. Another literally lost her voice, and someone standing off-camera had to read her lines.

Practical-minded Miss Furness took any job offered her in those days. "I wanted a check at the end of the week," she admitted. The check for her first Westinghouse-sponsored show was for $100, which is not even scale now. She wouldn't reveal her current salary, but she did admit that she is probably the highest paid commercial announcer in the business working for one sponsor. Industry estimates have put her current annual salary at about $90,000.

Miss Furness, naturally, can't work for a competing sponsor, although she is free to work for non-competitive companies. But she says she doesn't get other offers because of her close association with Westinghouse. She often is stopped by passers-by in the street who say, "Hello, Miss Westinghouse." Being a "living trademark" for Westinghouse also makes it hard for Miss Furness to get acting jobs.

■ Casting agents often get calls for a "Betty Furness-type gal." Frequently agency men, impressed by the personality and salesmanship of Miss Furness, want to find a similar type to deliver their commercial message, but they don't wish to hire Westinghouse's symbol for their ads.

Except for one three-year contract in the past, Miss Furness' agreements with Westinghouse have been on a year-by-year basis. Once, when it appeared that the company might not be asking for her services again, Miss Furness reportedly took a trip to Pittsburgh and arranged a new contract with the sponsor.

The contracts call for her to make a dozen out-of-town appearances per year, at the company's discretion. These include appearances at stores, openings of housing developments using "total electric homes," cook-offs and other contests, stockholders' meetings, and addresses before sales and advertising groups.

■ Although Westinghouse has four agencies—Fuller & Smith & Ross, in addition to the three mentioned above—representing its various divisions, Miss Furness said that she has no problem working with them.

She explained that she has worked most closely with McCann-Erickson through the years, because it has been the agency of record for most of the tv shows, excluding the political campaigns.

The convention will give Miss Furness a chance to get back to the live commercials she prefers. She leans toward live ads because nervousness works for her. "People occasionally like to see things go wrong," she explained. She thinks fluffs prove to the audience that the performer, too, is human.

On one occasion, Miss Furness was unable to get the hose off a vacuum cleaner she was demonstrating and remarked, through clenched teeth, "You take it off—if you can get it off." The incident brought stacks of mail from sympathetic viewers, and it "did us nothing but good," she recalled. Westinghouse executives didn't mind the mishap, but the company did redesign the vacuum cleaner as a result.

■ The dedicated Miss Furness feels a tremendous responsibility toward her job as spokesman for Westinghouse's big budget; the advertiser will invest about $9,500,000 in network tv this year.

"The essential part of my job is to keep the people from leaving their sets," she said. "I can keep them there by what I wear," Miss Furness said, pointing out that women are always interested in what another woman is wearing. She champions the friendly approach to the viewer and doesn't believe in hard sell on television.

In a recent interview by a reporter in Athens, Ga., Betty Furness was asked, "How would you like a nickel for every time you've said, 'You can be sure if it's Westinghouse'?" Her brief reply: "I think I have." #

Welborn Higginbotham Frohlin Buzby Ziegenhagan McCabe Dix Rosberg Mitchell DeWolf

IARI WORKSHOP—*Present at the Industrial Advertising Research Institute's New York workshop were Robert Welborn, account supervisor, G. M. Basford Co.; Gordon C. Higginbotham, advertising and sales promotion manager, Preformed Line Products; Charles Frohlin, assistant manager of advertising in charge of industrial lubricant sales, Texaco; Thomas B. McCabe Jr., director of marketing services, Scott Paper Co., whose speech is being listened to by G. Carroll Buzby, Chilton Co.; Milo E. Ziegenhagan, Worthington Corp., and Arthur H. Dix, Conover-Mast. John DeWolf, project council chairman of IARI's study of repeat ad readership and vp of G. M. Basford Co., and J. Wesley Rosberg, co-chairman and senior vp at Buchen Co., listen to Craig Mitchell, Buttenheim Publishing, question a point.*

Arndt, Preston to Move

Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, will move to a new location in the 1528 Walnut St. Bldg. May 31.

Far-Reaching!

What's behind this healthy sales increase in Maine?

It's WCSH-TV, J. B. Their merchandising boys came up with another sales booster.

(most bought twice – got 3 pair)

Ridiculous? Sure . . . but many a serious advertiser has been tickled by SIX's "Far-Reaching Effect." Creativeness, as well as carefulness, always plays an important part at 6.

Your Weed TV man will tell you more.

WCSH-TV 6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

IARI Proposes New Study on Readership of Repeated Ads

NEW YORK, May 24—The Industrial Advertising Research Institute, which 12 years ago produced an important study on the effectiveness of ads when repeated, has announced that it is proposing a new and broader effort in the same area. The new study is to be conducted this fall and next year.

The earlier study concluded that an industrial ad can be repeated as many as four times in the same publication without losing readership effects.

The study convinced advertisers that repeating ads two or three times is desirable to get maximum returns from advertising budgets. That study measured reader traffic in *Product Engineering* and *Steel* and was conducted by field interviewers of the McGraw-Hill research department.

■ Suggested publications for the new study include monthlies, semi-monthly, bi-weekly and weekly publications. Here are details, starting with the monthlies:

A. Test ad to run every other month for four or more months—*American Motel, Better Building Maintenance, Construction Methods, Hospital Management, Industria, Jobber Topics, Modern Medicine, Overview* (all Readex); *Machinery, Modern Railroads* and *Power* (Starch); *Media/scope* (Ad-Gage) and *Textile World* (Reader Feedback).

B. Every other month for four or more insertions, most of (A) publications plus *American Builder* (Shepard); *Applied Hydraulics & Pneumatics* and *Concrete Products* (both Readex), and *Commercial Car Journal* (Starch).

C. Every third month for four or more insertions—most of those under (A) plus *Electronic Industries* (Starch), *Foundry* (Ad-Gage), *Electrical Manufacturing* (Reader Reaction) and *Material Handling Engineering* (Readex).

D. Every fourth month for four or more insertions—most of those under (A) and (B) plus *Consumer Packaging* (Starch) and *Control Engineering* (Reader Feedback).

E. In two consecutive issues, a four-month gap, then two more consecutive issues—most of those under (A) plus *Canadian Business* (Starch of Canada), *Electrical Construction & Maintenance* (Reader Feedback), *Space/Aeronautics* and *Tooling & Production* (Starch).

F. In three consecutive issues, a six-month gap, then for two or more three consecutive months—most of those under (A).

■ In semi-monthly or bi-weekly publications, six cycles are spelled out. *Machine Design* (Starch and Ad-Gage) is suggested in all cycles; *Electronic Design* (Reader Recall) is listed as a possibility for some cycles, and *Chemical Engineering* (Starch) is suggested in one of the cycles (test ad to run in two consecutive issues, a two-month gap, then in two more consecutive issues).

For weekly publications, another six cycles are listed, with *Business Week* (Starch) suggested for all cycles, and *American Druggist* and *Forbes* (Readex), *Aviation Week* (Reader Feedback) and *Electrical World* (Shepard) listed as possibilities for some cycles.

IARI pointed out that efforts will be made to arrange for the ad to appear in the same position each time it is studied. If the advertiser does not have a contract providing for preferred position, the order should carry the notation that this is an IARI test ad, and the institute will arrange with the publication to have the ad appear in the same location for each insertion during the test.

A record of inquiries from each insertion in the test publications is to be kept and furnished to IARI.

■ The study hopes to test inquiries as well as advertising scores. It will be desirable that some ads make a bid for inquiries, by offering a catalog or booklet.

Some information can be learned if all issues are not studied, provided that at least the first and fourth appearances of the ad are in studied issues.

"If you want to participate in this study, but cannot find a publication which studies all issues in the cycle," the IARI project council said, "it may be possible to work out a schedule which, while not perfect, still will contribute to the study."

Details of the proposed study were highlighted at the IARI workshops last week in New York and this week in Chicago. Letters to industrial advertisers will be sent after the Assn. of Industrial Advertisers' conference, to be held June 5-9 in Washington, D.C. The proposed study will not be presented at the conference. #

They Like Fun

Why does The Mirror lead New York's seven dailies in advertising of fishing boats and in hunting and fishing equipment? Because The Mirror has the class of the mass market. Its readers like fun - and can afford it.

Make The Mirror a MUST!

Industrial Press to Fold 'Heating, Plumbing' in June

NEW YORK, May 26—Industrial Press will discontinue its ten-year-old *Heating, Plumbing & Air Conditioning News* after the June issue.

In a statement to advertisers, Industrial Press said the action was taken, following "careful consideration of all factors involved," because "the existing personnel could be utilized to greater advantage in the development of new publication plans which are now under consideration."

All personnel on the monthly will be absorbed in other activities of Industrial, which also publishes *Air Conditioning, Heating & Ventilating* and *Machinery*. #

Trading Stamps Supported

The preservation of trading stamps is the prime objective of a new organization in Portland, Oregonians for Business Freedom. The group seeks to fight legislation which would "kill or unduly regulate trading stamps."

ENGINEERS AND RESEARCH MEN developed new concepts, invented new production equipment to meet the critical needs of "The Cell" — famous scientific exhibit for the Upjohn Co. Designed by Will Burtin, it was built by The Displayers, Inc., where imagination is 'engineered' into trade shows, spectaculars, comprehensive international exhibits, point-of-purchase displays and many other forms of visual selling.

DISPLAYERS inc.
635 W. 54th St., N. Y., N. Y. PLaza 7-6500

KFBK Becomes CBS Affiliate

KFBK, Sacramento, will become a full primary affiliate of the CBS Radio network June 1.

"CANNONBALL" delivers the ratings

Source: ARB March 1960

FIRST IN ITS TIME PERIOD

PHILADELPHIA
3 stations 29.5 Rating 76.0% Share

CINCINNATI
3 stations 19.2 Rating 50.4% Share

SYRACUSE
2 stations 38.1 Rating 73.8% Share

CHARLESTON, S.C.
2 stations 43.0 Rating 73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

If you have been paying mass-magazine rates to reach businessmen

LOOK AT NATION'S BUSINESS

...the all-business magazine of 750,000 owner-executives

Big-circulation consumer magazines impose a terrific premium for the *non-business* circulation you must also buy when you use them for advertising business goods and services. On the other hand, NATION'S BUSINESS circulation is *all business*. And it's big—750,000 ABC. No other management magazine offers half as much. It includes 23,000 executives in the 500 top industrial companies . . . plus presidents, owners, partners and top-management officials in 500,000 medium-sized companies.

Facts like these are changing more and more advertisers' thinking—and buying. They're turning to NATION'S BUSINESS to uncover new prospects . . . develop leads . . . open doors to hard-to-reach executives . . . support their sales force out in the territories where they're making calls. If you've been paying mass-magazine rates to reach businessmen, why not look into NATION'S BUSINESS? Nine out of ten of its readers are men with a decisive voice in their companies' policies and purchases!

You use NATION'S BUSINESS... to sell more of the nation's businessmen

Advertising Headquarters, 711 Third Avenue, New York 17, N.Y.

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker